# Smart Trips: Central Austin Evaluation Report

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City of Austin Transportation Department

Capital Metropolitan Transportation Authority

Alta Planning & Design Consulting Team

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Acknowledgements

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Nikki Weiland, Graphic Designer

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Bike Austin
Born Again Bodies
Ghisallo Cycling Initiative
**Executive Summary**

The Austin Transportation Department (ATD) partnered with Capital Metropolitan Transportation Authority (Cap Metro) to implement a Smart Trips travel demand management program aimed at managing congestion by shifting drive alone trips to carpooling, transit, walking and bicycling. The program was offered to 12,600 households in Central Austin, located between IH-35 to the east, MoPac to the west, Koenig to the north and 38th street to the south, covering City Council Districts 4, 7, 9 and 10, as shown on the map at right. This area was prioritized based on its excellent transit access, bicycle connectivity, shared mobility services and desirable walking destinations.

This report provides a comprehensive review of the Smart Trips: Central Austin program, including:

- Background and goals of the program;
- The neighborhood selection criteria;
- A review of program components;
- An evaluation of the marketing and outreach efforts;
- An report on events offered during the program;
- Analysis of a pre and post participant survey;
- A summary of participant feedback;
- Lessons learned; and
- Recommendations for future programs.

Key findings of this report include:

- Drive-alone mode share decreased 3.3 percentage points, with a corresponding increase of 5.9% in transit mode share, 2.6% in walking mode share, and 1.2% in “other” mode share. Bicycling and carpool mode share decreased by 1.0% and 5.4%, respectively. These findings support the conclusion that the program succeeded in its goals of decreasing drive-alone trips and generally increasing active transportation.

- More than one in four post-program survey respondents (26%) reported trying a new transportation option during the program. Trying a new mode can be one of the biggest barriers to change; the Smart Trips Central Austin program made a meaningful contribution to overcoming that barrier.

- The majority (84%) of post-program survey respondents agreed that the community map was useful and that the customized toolkit they received, filled with Austin transportation information, was helpful. The same percentage of respondents appreciated the personal delivery of the toolkit and interaction with the Options Team.
Background

**PURPOSE & GOALS**

*Smart Trips Austin* used individualized marketing techniques to encourage residents of the Central Austin neighborhoods to try public transit, walking, bicycling, and shared car as transportation. Residents had the opportunity to order customized transportation options toolkits, which were delivered to their door by a knowledgeable Smart Trips “Options Team” representative. The Options Team provided additional support to participants throughout the duration of the program through follow-up phone calls and emails. Special public transit, bicycling, walking, and transportation education events were also held within the boundaries of the priority community to provide a fun environment for residents to learn about and try a new transportation option. Participants completed a pre-program survey upon ordering their custom toolkit and had the option to complete a similar survey after their participation in the program. Trip diaries from the pre-program and post-program surveys were compared to determine the impact of the program on transportation behavior.

The goals of *Smart Trips: Central Austin* were to:

- Decrease single occupancy vehicle trips by 5-10% among participants in the priority community
- Increase trips made by walking, bicycling, riding transit and carpooling by 5-10% in the priority community

**PRIORITY COMMUNITY SELECTION**

In order to be successful, the Smart Trips Austin priority community needed to have excellent transit access, bicycle connectivity, shared mobility services, and desirable destinations that are accessible by foot. Several geographic focus areas were evaluated using the following criteria (Figure 2):

- **Walkability** – The average Walk Score of all neighborhoods to serve as an indicator of both conditions for walking and the number of destinations within walking distance.
- **Bikeability** – A combination of the average Bike Score of the neighborhoods as well as the degree of “all ages and abilities” route to, from and within the area, rated on a scale of 1-5.
- **Transit Quality** – A combination of the average Transit Score of the neighborhoods as well as the number of high-frequency transit lines available.
- **Shared Mobility** – One point given for each major shared mobility service: Car2Go, Zip Car & Bike Share.
- **Congestion Relief Potential** – The degree of proximity the neighborhood has to significantly congested corridors during peak hour (Figure 1).
A five square mile area south of FM 2222, north of 38th Street, west of IH-35 and east of MoPac (Loop 1) was chosen as the priority community (Figure 3). This area encompasses the Rosedale-Northloop-Ridgetop-Ridgelea-Hyde Park neighborhoods, as well as parts of Allandale, Brentwood and Hancock neighborhoods. The area is well served by transit with two high frequency transit lines, as well as bicycle routes and many walkable destinations.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Central Austin Neighborhoods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk Score</td>
<td>69</td>
</tr>
<tr>
<td>Bike Score / Connectivity</td>
<td>91 / 4</td>
</tr>
<tr>
<td>Transit Score / Access</td>
<td>52 / 4</td>
</tr>
<tr>
<td>Shared Mobility Services</td>
<td>2</td>
</tr>
<tr>
<td>Congestion Relief Potential</td>
<td>A</td>
</tr>
</tbody>
</table>

*Figure 2 Mobility Network Evaluation Metrics for Priority Community*

PRIORITY COMMUNITY OUTREACH

Extensive outreach was conducted to increase awareness of the Smart Trips: Central Austin program. Prior to the launch of the program, presentations and Q&A sessions were held at all neighborhood associations located within the priority community. A neighborhood-wide open house was also held at the neighborhood library to announce the program and gather feedback from residents. Smart Trips team members contacted businesses within the priority community to gauge interest in championing the program’s mission and potentially hosting events. A social media presence on Facebook & Twitter was developed by sharing transportation industry news and updates on the Smart Trips North Austin
Pilot Program for about two months prior to the launch of *Smart Trips: Central Austin*. All residents in the area were contacted at least three times via mailed order forms and newsletters during the four month long program.

**Program Elements**

**TOOLKITS**

The Smart Trips Austin team mailed all households in the priority community an order form to encourage residents to place a customized transportation toolkit order either online or by returning the postage-paid mail-in order form. The online version of the order form was promoted in Smart Trips e-newsletters, on social media platforms like Facebook, Twitter, and Nextdoor, and at special Smart Trips events. All toolkit items were delivered in a branded drawstring bag. Smart Trips customers could request both custom branded Smart Trips brochures as well as pre-existing brochures and maps. Branded incentive items were included in all toolkits. The following materials were available for toolkits:

**Bicycling Resources:**
- Austin B-Cycle Day Pass
- City of Austin Bike Map
- Smart Cycling Quick Guide

**Ride Sharing Resources**
- MetroRideShare: Share the Ride Brochure
- My TX Ride Brochure

**Transit Resources:**
- Capital Metro System Map
- CapMetro App Brochure
- 801 MetroRapid Brochure
- 803 MetroRapid Brochure
- Bus Route Maps
- Maps of closest transit routes to customer’s home

**Walking Resources:**
- Central Austin Community Map with Neighborhood Strolls
- Walk Smart Brochure
- Let’s Walk to School Coloring Book

*Figure 4 Items available for customers to request in toolkit*
Branded Incentives in All Toolkits:

- Set of red and white flashing lights,
- Reflective slap bracelet
- Set of wrist sweatbands
- Fandana™ to use as a bandana, headband, beanie, or scrunchie

“I live in a shared house with 5 other people (unrelated, separate finances). You delivered some of these items for one roommate today and everyone went nuts over how great the swag was! . . . I’m excited about the bike map resources and especially the bike lights. I’m also new to the area and would love the bus commuting map as well. Thank you so much for dropping that off, that was the sweetest thing. It is great to have the bike lights because I just lost mine so now I will be safe riding at night.”

– Julia, Smart Trips Participant

THE OPTIONS TEAM

Capital Metro hired Options Team members Denise Davis, Sam Mihelic, Julia Murray and Ben Watson to assist with program implementation. The Options Team was responsible for delivering toolkits, interacting with residents in person and by phone, and assisting with special events. The team received training in best practices bicycle and pedestrian safety standards, navigation of the local public transit system, motivational interview techniques to facilitate sustainable behavior change, and the digital delivery tracking system.

“The best part is biking around and delivering the information to help people help themselves.”

- Sam, Option Team Member

TOOLKIT DELIVERY

Options Team members were outfitted in Smart Trips branded polos or t-shirts while they hand-delivered the custom transportation toolkits. The Options Team delivered toolkits by bicycle, carpool, bus or on foot to increase the visibility of the transportation options the program was encouraging. Options Team member Sam Mihelic reported that customers were happy to see their toolkits hand delivered by a person walking or riding a bike as it made the program feel more authentic.

In-person deliveries facilitated one-on-one participant interactions, when the resident was home at the time of delivery. A motivational interview was attempted in order to determine the participant’s transportation goals and help them overcome any obstacles that may prevent them from trying a new
Toolkit deliveries were usually conducted mid-day to increase the Options Team members’ visibility and personal safety. Deliveries were exclusively made on weekdays. About five to ten percent of Smart Trips customers were home at the time of delivery.

“I have received my packet and am quite pleased. Your delivery man was just right: good-humored, polite, and was swift. The packet gets me going as did the delivery guy who gave me a basic run down of the way to approach the system. Thanks for your amazing speed with this.”

–Bill, Smart Trips Participant

HIGH TECH/HIGH TOUCH COMMUNICATIONS
The Options Team contacted Smart Trips participants both one-week and three-weeks after toolkit delivery. An Options Team member called the participant one week after toolkit delivery to check-in and answer questions regarding the contents of the participant’s toolkit or the participant’s transportation habits. Participants usually expressed gratitude for the toolkit and anecdotally reported enjoying the materials provided. A smaller proportion of participants requested assistance in achieving their transportation goals. Emails were sent to participants three weeks after toolkit delivery to ask if the participant had any successes attempting a new transportation option and thank them for participating in the program.

“I talked with one participant who said that he wanted to ride his bike more but was afraid of riding alone. I recommended some of the group social rides that I like to attend, like Lend Your Legs [a local Austin community service group that pairs sighted cyclists with students at the Texas School for the Blind to ride tandem bicycles] so he could ride his own bike with a great group of people at a good pace and distance for beginners.”

–Denise, Options Team Member

MARKETING & OUTREACH
Newsletters
Print and electronic newsletters were customized with event calendars and transportation information relevant to the priority community. Two print newsletters were sent over the course of the program to all 12,600 residents. A spike in toolkits followed each release of these print newsletters.

Six electronic newsletters were sent to residents who requested a toolkit, residents who were interested in the program, and special event participants. Subscribers to the list grew from zero recipients at the
program’s launch to 592 recipients at the end of the program. E-Newsletter content was primarily linked to event landing pages (Figures 5 and 6)

<table>
<thead>
<tr>
<th>URL</th>
<th>Total Clicks</th>
<th>Unique Clicks</th>
<th>Appearances in STA E-News</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike Fix-A-Thon</td>
<td>41</td>
<td>36</td>
<td>2</td>
</tr>
<tr>
<td>Order Your Toolkit</td>
<td>40</td>
<td>35</td>
<td>5</td>
</tr>
<tr>
<td>June 10th City Cycling Class</td>
<td>24</td>
<td>18</td>
<td>5</td>
</tr>
<tr>
<td>Eat Walk Live Walking Group</td>
<td>15</td>
<td>14</td>
<td>5</td>
</tr>
<tr>
<td>June 22nd Transit Adventure: Blues on the Green</td>
<td>14</td>
<td>11</td>
<td>3</td>
</tr>
<tr>
<td>June 23rd Shakespeare in the Park</td>
<td>14</td>
<td>14</td>
<td>4</td>
</tr>
<tr>
<td>June 4th Transit Adventure: Bubblepalooza</td>
<td>14</td>
<td>12</td>
<td>4</td>
</tr>
<tr>
<td>Upcoming Events</td>
<td>11</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>July 7th City Cycling &amp; Guided Ride</td>
<td>11</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td><a href="http://www.smarttripsaustin.org">www.smarttripsaustin.org</a></td>
<td>10</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>Car2Go Promotion</td>
<td>9</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Smart Trips Facebook</td>
<td>5</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Smart Trips Twitter</td>
<td>1</td>
<td>1</td>
<td>6</td>
</tr>
</tbody>
</table>

*Figure 5 Smart Trips Austin sites with the most cumulative post clicks*

<table>
<thead>
<tr>
<th>URL</th>
<th>Newsletter</th>
<th>Clicks</th>
<th>Percent of E-Newsletter Readers Who Clicked Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike Fix-a-Thon</td>
<td>4</td>
<td>26</td>
<td>18.8%</td>
</tr>
<tr>
<td>Order Your Toolkit</td>
<td>6</td>
<td>27</td>
<td>13.6%</td>
</tr>
<tr>
<td>Transit Adventure to Blues on the Green</td>
<td>2</td>
<td>13</td>
<td>7.4%</td>
</tr>
<tr>
<td>June 10th City Cycling</td>
<td>2</td>
<td>13</td>
<td>7.4%</td>
</tr>
<tr>
<td>SmartTripsAustin.Org</td>
<td>1</td>
<td>6</td>
<td>7.4%</td>
</tr>
<tr>
<td>Bike Fix-a-Thon - Reminder</td>
<td>6</td>
<td>14</td>
<td>7.1%</td>
</tr>
<tr>
<td>City Cycling Guided Ride</td>
<td>5</td>
<td>9</td>
<td>6.5%</td>
</tr>
<tr>
<td>June 10th City Cycling Reminder</td>
<td>3</td>
<td>11</td>
<td>5.9%</td>
</tr>
<tr>
<td>Upcoming Events</td>
<td>2</td>
<td>8</td>
<td>5.5%</td>
</tr>
<tr>
<td>Transit Adventure to Blues on the Green</td>
<td>4</td>
<td>7</td>
<td>5.2%</td>
</tr>
<tr>
<td>Transit Adventure to Wall-E</td>
<td>1</td>
<td>4</td>
<td>4.9%</td>
</tr>
</tbody>
</table>

*Figure 6 Newsletter links with the greatest engagement*

**Social Media**

*Smart Trips: Central Austin* staff curated custom social media pages on Facebook and Twitter. The Facebook page was created in February 2016, concurrent with the *Smart Trips: North Austin* Pilot...
Program, and garnered 123 Likes by the launch of the *Smart Trips: Central Austin* program. By the end of *Smart Trips: Central Austin*, the *Smart Trips Austin* Facebook page grew to 263 Likes, netting 140 more fans over the course of the program (Figure 7).

Content was posted to the Facebook page frequently, at a rate of about one to two posts per day. The Capital Metro faction of the Smart Trips Team was responsible for posting to the Twitter feed about three to four times per week. The content of posts on both pages was generally special event announcements, relevant transportation industry news, or useful online tools for transportation options route planning. Boosting posts significantly increased the reach of Facebook content. The Facebook posts that reached the most users were “boosted” with payments of $20-$45 (Figure 9). Facebook posts reached over 80,000 impressions (Figure 8).

Smart Trips also posted to NextDoor via the City of Austin NextDoor account. The purpose of NextDoor posts was primarily to encourage residents to RSVP for special events and order toolkits. NextDoor was a successful method of reaching a large neighborhood population and recruiting residents to RSVP for events.

![Figure 7 Facebook Likes on Smart Trips Austin page over program duration](image)
Smart Trips Order Form link shared on 7/18/16 via Facebook, boosted at $44.50, resulted in reach as described in Table 2.

Table 1 Benefits of Facebook Boosting: Metrics and Reach of 7.18.16 “Do you live in the Hyde Park, Rosedale, North Loop, Triangle...” Post

<table>
<thead>
<tr>
<th>Metric</th>
<th>Definition</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Lifetime Post Reach</td>
<td>Total Number of unique users post was served to</td>
<td>5,497</td>
</tr>
<tr>
<td>Organic Lifetime Post Reach</td>
<td>Number of unique users who saw post in news feed or ticker, or on your Page’s timeline</td>
<td>1,429</td>
</tr>
<tr>
<td>Paid Lifetime Post Reach</td>
<td>Number of unique users your advertised Page post was served to</td>
<td>4,068</td>
</tr>
<tr>
<td>Most comments</td>
<td>Number of unique users who created a story about your page post by interacting with it</td>
<td>3</td>
</tr>
<tr>
<td>Third Most Shares</td>
<td>Users or pages who shared post on timeline</td>
<td>8</td>
</tr>
<tr>
<td>Most link clicks</td>
<td>Users who clicked link contained in post</td>
<td>105</td>
</tr>
<tr>
<td>Most “other” clicks</td>
<td>Users who clicked content on post other than link</td>
<td>39</td>
</tr>
</tbody>
</table>

![Figure 8 Impressions of Smart Trips Austin Facebook page program duration](chart.png)
Website www.smarttripsaustin.org was created as a platform to collect online orders, to share transportation resources with the public, and to advertise the program. Blog posts were used as landing pages for special events; the posts both outlined the event details and were a platform for collecting event RSVPs. Some materials, such as the neighborhood strolls maps and community map, were available in PDF format on the transportation resources pages of the website. The website was viewed over 4,700 times and reached over 3,800 users (Figure 10).


**EVENTS**

*Smart Trips Austin* partnered with local active living and transportation organizations to host 50 total individual programs. Events were held either entirely in the priority community or started and ended in the priority community, allowing residents to experience the walking, biking and transit routes in their own neighborhood.

**Bicycle Programming**

*Guided Rides*

Fun group rides around the target community led by City of Austin staff and Bike Austin.

- Ladies Social Ride
- Cyclofemme
- Family Fun Ride at Shipe Park Pool Party
- Family Fun Ride to Shakespeare in the Park

*Bike Valet at Ney Day:* Much like a car valet, except it’s for bikes. This program offers event attendees a safe, secure, and convenient option for parking their bikes. Hosted by Bike Austin.
City Cycling Class: The Driver’s Ed for cyclists; includes a classroom portion followed by a several mile long guided bike ride. A “league-certified” instructor covers everything from bike selection, simple maintenance, fixing a flat, and strategies for riding a bike safely and confidently. Hosted by Bike Austin.

Bike Rodeo: Bicycle “obstacle course” designed to help parents and their kids feel more confident on their bicycle by learning about helmet fittings, rules of the road and bicycle handling skills. Hosted by Bike Austin.

Bike Fix-a-thon: Free bicycle repair and maintenance workshop where participants learn basic bike maintenance, repair skills and conduct safety checks. Hosted by Ghisallo Cycling Initiative.

Bike Start: Learn to ride clinic for youth ages Pre-K through 10 years old. Hosted by Ghisallo Cycling Initiative.

Youth Bike Club: Program that helps develop youth to be self-sufficient cyclists who can use their bicycles for transportation to parks, the pool, a friend’s house or school without depending on adults. Participants earn Cycle Academy merit badges as they demonstrate skills proficiency. Hosted by Ghisallo Cycling Initiative.

Transit Programming

Transit Adventures: Program targeting people interested in learning more about riding the bus by taking a free guided bus trip to a local event. Participants learn how to use the Cap Metro app, purchase tickets, get on the bus, and load a bicycle on the front of the bus. Hosted by Capital Metro.

- West Austin Studio Tour
- West Austin Studio Tour (B-Cycle Adventure)
- Blues on the Green
- Unplugged at the Grove
- Bubblepalooza!
- Sound & Cinema
Walk Programming

Guided Walks
Guided neighborhood walks intended to show residents how to travel to fun destinations near their homes.

- Weekly Farmers’ Market
- West Austin Studio Tour
- Shakespeare in the Park

Eat, Walk, Live Walking Group: A weekly group meeting designed to build the strength and confidence of participants who want to travel throughout their neighborhood comfortably and independently. Hosted by Born Again Bodies.

Tabling
Smart Trips representatives set up informational booths at a farmers’ market in the target area, a grocery store in the target area, a Council District Town Hall, and a City Hall mobility fair. Representatives spoke with Austinites who lived within and outside of the target community about transportation options, encouraged residents of the target community to complete a survey in exchange for a toolkit, and answered questions about transportation services and facilities.

Attendance

<table>
<thead>
<tr>
<th>Name</th>
<th># Events</th>
<th>Attendance</th>
<th>Date(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tabling</td>
<td>4</td>
<td>88</td>
<td>4/27/2016 - 6/1/2016</td>
</tr>
<tr>
<td>Transit Adventures</td>
<td>6</td>
<td>86</td>
<td>5/15/2016 – 7/20/2016</td>
</tr>
<tr>
<td>Bike Club</td>
<td>4</td>
<td>73</td>
<td>7/11/2016-7/14/2016</td>
</tr>
<tr>
<td>Bike Valet</td>
<td>1</td>
<td>30</td>
<td>5/21/2016</td>
</tr>
<tr>
<td>Bike Start</td>
<td>2</td>
<td>30</td>
<td>7/12/2106, 7/14/2016</td>
</tr>
<tr>
<td>City Cycling</td>
<td>2</td>
<td>10</td>
<td>6/10/2016</td>
</tr>
<tr>
<td>Guided Ride</td>
<td>7</td>
<td>9</td>
<td>7/19/2016</td>
</tr>
<tr>
<td>Bike Rodeo</td>
<td>1</td>
<td>0</td>
<td>6/1/2016, 7/13/2016</td>
</tr>
<tr>
<td>Family Fun Ride</td>
<td>1</td>
<td>0</td>
<td>6/18/2016</td>
</tr>
</tbody>
</table>

“*The bike riding at Central Market was very helpful to a beginning/cautious bike rider!*”

-Smart Trips Participant
Program Evaluation

PARTICIPATION
About 5% of residents in the target area participated in Smart Trips: Central Austin, either by ordering a toolkit or through participation in a Smart Trips special event. A total of 649 toolkits were requested, of which 531 orders were made by residents in the target area (about 4.2% of the community). 516 people, both residents of the target community and the general Austin population, participated in a transportation options event or were contacted at a tabling event.

<table>
<thead>
<tr>
<th>Dates</th>
<th>April 11-July 22</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Weeks</td>
<td>15</td>
</tr>
<tr>
<td>Priority Community Households</td>
<td>12,600</td>
</tr>
<tr>
<td>Total Households Requesting Toolkit</td>
<td>649</td>
</tr>
<tr>
<td>Households in Target Area Requesting Toolkits</td>
<td>531</td>
</tr>
<tr>
<td>Participation Rate</td>
<td>4.21%</td>
</tr>
</tbody>
</table>

Figure 16 Program Participation

Table 2 Toolkit Orders Received Over Time

TOOLKIT MATERIALS
The most popular items in the toolkit were the Central Austin Community Map, the City of Austin Bike Map, the Austin B-Cycle Day Pass, and the Capital Metro System Map. The least popular items were the
MetroRideShare brochure, MyTXRide, and the Let’s Walk to School Coloring Book. Many participants responded in the post-program survey that they were especially grateful to receive the set of red and white flashing lights in their toolkits.

Figure 17 Proportion and number of Smart Trips materials ordered by participants

“I am a regular transportation user (bus) and avid walker. I love the lights you included for evening walking. And they will be traveling with me to a two-week walk on the Camino De Santiago in Spain in Oct 2016!”

-Smart Trips Austin Participant
PARTICIPANT SURVEY

Overview
To measure the impact of the 2016 Smart Trips: Central Austin program, the project team administered a pre- and post-program survey to participants. A detailed analysis of the survey responses sheds light on changes in transportation behavior; awareness of and confidence using transportation options; feedback about the program; motivators for participation; and demographics.

Results Summary
Survey results show that over the course of the program, participants changed their transportation behavior, as demonstrated in the following key findings:

- Drive-alone mode share decreased 3.3 percentage points, with a corresponding increase of 5.9% in transit mode share, 2.6% in walking mode share, and 1.2% in “other” mode share. Bicycling and carpool mode share decreased by 1.0% and 5.4%, respectively. These findings support the conclusion that the program succeeded in its goals of decreasing drive-alone trips and generally increasing active transportation.
- Nearly three out of four post-program survey respondents (73%) reported thinking there is value for Austin residents in continuing programs like Smart Trips Austin.
- More than one in four post-program survey respondents (26%) reported trying a new transportation option during the program. Trying a new mode can be one of the biggest barriers to change; the Smart Trips: Central Austin program made a meaningful contribution to overcoming that barrier.
- Thirty percent of post-program survey respondents reported that they use transportation options more often because of the program.
- Almost three out of four respondents (73%) reported feeling more aware of transportation options in Austin because of the program.
- The majority (84%) of post-program survey respondents agreed that the community map was useful and that the customized toolkit they received, filled with Austin transportation information, was helpful. The same percentage of respondents appreciated the personal delivery of the toolkit and interaction with the Options Team.

METHODOLOGY

Participant-Based Survey Methodology
The project team administered a pre- and post-program survey of participants. The pre-program survey was incorporated into the registration/order form and participants were able to submit the survey and order form on an ongoing basis until July 22, 2016. To expedite the fulfillment and delivery of customized toolkits, the initial mailers were sent in two waves: on April 8, 2016, 7,056 target area households received the combined survey-order form by mail and on April 22, 2016, an additional 5,556 target area households received the survey-order form by mail. After these initial mailings, target area households were sent two mailed newsletters, which invited them to order their toolkit online and take the survey if they had not already done so. Participants were also emailed newsletters encouraging them to refer their friends and neighbors to sign up. Online and paper order form submittals always
increased following these electronic newsletters. The online survey and order form were also promoted at community events and on social media. After completing all toolkit deliveries and program activities, the project team emailed the post-program survey on August 5, 2016, to 383 participants. The project team also mailed the survey to 204 participants who did not provide an email address. The post-program survey saw a 23% response rate. Return postage for both surveys was pre-paid by the City of Austin to increase the response rate. Table 1 below summarizes the survey response.

### Table 1: Survey Response Rates Summary

<table>
<thead>
<tr>
<th></th>
<th>Pre-Program Survey</th>
<th>Post-Program Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distribution Dates</td>
<td>April 8 – July 22, 2016</td>
<td>August 5 – September 14, 2016</td>
</tr>
<tr>
<td>Number of Surveys Sent</td>
<td>12,612</td>
<td>587</td>
</tr>
<tr>
<td>Number of Completed Surveys</td>
<td>587</td>
<td>136</td>
</tr>
</tbody>
</table>

**Data Limitations**

This analysis experienced several data limitations:

- **Demographic differences** – For comparative purposes, both surveys asked demographic questions, which revealed some differences between the pre- and post-program survey samples. For example, the post-program survey had a higher percentage of respondents ages 70 to 79 (6 percentage point difference between the two surveys). The post-program survey also had a smaller percentage of respondents ages 20-39 (12 percentage point difference). The post-program survey had a smaller percentage of respondents with access to a personal vehicle (10 percentage point difference). These findings suggest that the pre- and post-program survey populations are somewhat different from each other. Demographics are discussed further in the demographics section of this report.

- **Weekday vs. weekend differences** – The project team observed that post-program respondents reported a higher percentage of trips on weekdays than pre-program survey respondents. This may affect the number and types of trips reported by respondents, and therefore likely resulted in differences between the two survey data sets.

- **Difference in average number of daily trips** – Respondents in the post-program survey reported making fewer trips on average per day (3.5 trips per day, compared to 4.4 in the pre-program survey). This finding indicates differences between the two survey samples, and may be related to the greater proportion of weekday trips and greater percentage of older respondents in the post-program survey (i.e., individuals may make fewer trips on weekdays than on weekends, and older individuals tend to make fewer trips than younger populations).

**TRANSPORTATION BEHAVIOR CHANGE**

**Mode Shift**

**Methodology**

To measure mode share and mode shift over the course of the program, the pre- and post-program surveys asked respondents to tally all trips made “yesterday” by driving alone, carpooling, transit,
bicycling, walking, and other modes. The surveys asked about trips made “yesterday” to get a snapshot of daily trips made by respondents. Mode share is calculated as the percentage of total trips made by a specific mode. If more trips are made by a certain mode in the post-program survey, then there has been mode shift towards that mode. For example, if 4% of trips in the pre-program survey were made by bicycle, and 8% of trips in the post-program survey were made by bicycle, then an absolute mode shift of 4% has occurred.

**Mode Share/Mode Shift Results**

Figure 1 shows the share of trips made by each mode in both the pre- and post-program surveys. As seen in the subsequent “mode shift” chart (Figure 2), drive-alone mode share decreased 3.3 percentage points, with a corresponding increase of 5.9% in transit mode share, 2.6% in walking mode share, and 1.2% in “other” mode share. Bicycling and carpool mode share decreased by 1.0% and 5.4%, respectively.

**Figure 1: Mode Share**
(As reported in pre- and post-program surveys)

**Figure 2: Mode Shift**
(As reported in pre- and post-program surveys)
*Percentages were rounded to the nearest tenth; for this reason, the values may not match the changes shown in the chart above.

To simplify the mode shift analysis, the project team also compared active transportation mode shift (which includes walking, biking, and transit combined) to driving modes. For this analysis, in Figure 3 below, trips taken by “other” modes were removed because it was not clear whether to categorize them as active transportation or driving. In this analysis, drive-alone mode share decreased 2.7 percentage points, active transportation mode share increased 8.0 percentage points, and carpool mode share decreased 5.4 percentage points. These percentage points differ from Figure 2 because "other" modes were removed from the analysis.

**Figure 3: Mode Shift**
(As reported in pre- and post-program surveys)

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**Frequency of Transportation Options Use**
To supplement the mode shift results, the post-program survey asked participants if they use transportation options more often now because of the program. Nearly one-third (30%) of respondents agreed with this statement, demonstrating the program's effectiveness in encouraging participants to use transportation options. The pre- and post-program survey also asked respondents how many days they planned to use transportation options “next week.” To measure the changes in individuals for this question, the project team analyzed the data of respondents who took both the pre- and post-program surveys. As shown in figure 4 below, across the “panel” of 104 matched pre- and post-program respondents, there was an average increase of .4 days per week of transportation options use.

**Figure 4: Change in Planned Weekly Use of Transportation Options (N=104)**
(Panel responses to the question, “Looking ahead to the next week, how many days do you plan to walk, bicycle, bus or carpool to get to any of your destinations?” as reported in pre- and post-program surveys)
Awareness, Exposure, and Confidence

In addition to questions intended to gauge changes in respondents’ transportation behavior during the program, the surveys asked questions focused on awareness of, exposure to, and confidence using transportation options.

With regards to awareness, as Figure 5 shows, nearly three out of four respondents reported feeling more aware of transportation options in Austin because of the program. Furthermore, as shown in Figure 6, more than one-quarter of respondents reported trying a new transportation option during the program. These positive results around awareness and exposure are supported by research that acknowledges that promotion and education can contribute to increased transportation options use.¹ It should also be noted that nearly half of respondents reported that they already regularly use transportation options.

Both surveys also asked respondents to rate their confidence using different transportation options on a scale of one to five (five being very confident and one being not at all confident). As the average confidence ratings in Figure 7 show, post-program survey respondents reported greater confidence using all transportation options but one. The only mode for which confidence decreased was taxis and other vehicles for hire. Following a referendum on the regulation of transportation network companies, Uber and Lyft ceased operations in the City of Austin. This occurred during the program, which may explain the decrease in confidence.
Figure 7: Confidence in Using Transportation Options
(Responses to the question, “How confident are you in using the following transportation options?” as reported in pre- and post-program surveys)

PROGRAM FEEDBACK
Value of Program
To gain an understanding of whether Smart Trips: Central Austin was helpful and if respondents would support future programs, the post-program survey asked questions to gain feedback. As Figure 8 shows, the majority of respondents (84%) reported that the community map was useful and that the toolkit was helpful. In a similar finding, 84% of respondents were appreciative of the personal delivery of their toolkit and their interaction with the Options Team. The project team suspects that the community map, toolkit, and personal delivery of the toolkit played a valuable role in helping respondents feel more aware of and confident using transportation options. One-on-one interactions are a hallmark of Smart Trips Austin and should be continued in future iterations of the program.

Nearly two-thirds of respondents also reported feeling more connected to their community because of the program. The project team attributes this increased feeling of community connection to program events and neighborhood-specific materials, such as the stroll maps which highlighted local destinations. Finally, in further support of the program, three out of four post-program survey respondents reported that there is value in continuing programs like Smart Trips Austin.
Figure 8: Opinions on Community Connections and Information (N=126)
(Responses to the question, “Indicate your level of agreement with the following statements” as reported in the post-program survey. Respondents reported their agreement on a scale of one to five, one being strongly disagree and five being strongly agree.)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel more connected to my community because of the program.</td>
<td>65%</td>
<td>26%</td>
<td>9%</td>
</tr>
<tr>
<td>I found the community map with bus, bike and walking routes in my neighborhood useful.</td>
<td>84%</td>
<td>6%</td>
<td>0%</td>
</tr>
<tr>
<td>The customized toolkit I received, filled with Austin transportation information was helpful to me.</td>
<td>84%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>I appreciated the personal delivery of my toolkit and interaction with the Options Team.</td>
<td>84%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

MOTIVATORS FOR PARTICIPATION
Promotional Methods
To learn about the effectiveness of the program’s promotional strategies, the post-program survey asked participants how they heard about the program. As Figure 9 shows, over half of the respondents heard about the program through the mailed survey-order form and newsletters. Direct mail is the single promotional method that reaches all target households in a typical residential program. Figure 10 summarizes these findings further.
For a larger picture of the successful outreach methods, the subsequent chart combines these methods into four categories: mail, digital, person-to-person, and other. Second to direct mail, the most effective outreach method was online or digital communications: more than one-quarter of respondents heard about the program through an online media channel (such as an E-newsletter, Facebook, Next Door, blogs or websites, Twitter, and the program website). Also noteworthy is that nearly one in four respondents heard about the program through person-to-person outreach including word of mouth and community activities.

Figure 10: Combined Ways of How Respondents Heard about Smart Trips Austin (N=130)
(Responses to the question, “How did you hear about the Smart Trips Austin program? (check all that apply)” as reported in the post-program survey)
**Reasons for Participating**

In addition to asking how respondents heard about the program, the survey asked why respondents made the decision to participate. As Figure 11 shows, more than three-quarters of respondents wanted to learn more about transportation options. This finding supports the desire for programs that provide transportation information and support in Austin. Almost half of respondents also expressed a desire to reduce pollution, obtain a free gift, or avoid driving in traffic. In particular, one respondent expressed concerns about global warming as a reason for participating. A number of respondents also stated the desire to provide the City with data. The City of Austin should consider these motivators for participation when planning for future programs. In particular, the opportunity to learn about transportation options should continue to be a main focus of the program.

**Figure 11: Reasons for Participating (N=130)**
(Responses to the question, “Please select the reasons you decided to participate in the Smart Trips Austin program (check all that apply)” as reported in the post-program survey)
COMPARATIVE ANALYSIS OF RESPONDENTS

In order to analyze differences between the survey samples, the pre- and post-program surveys gathered demographic information from respondents. As the charts below show, the samples are comparable for the most part, with the exception of differences in vehicle access, age, and gender. The points below discuss these differences.

- The post-program survey had a smaller percentage of respondents with access to a personal vehicle (10 percentage point difference).
- The post-program survey had a higher percentage of respondents ages 70 to 79 (6 percentage point difference) and a smaller percentage of respondents ages 20-39 (12 percentage point difference).
- The gender of respondents is comparable between the two surveys. It is worth noting, based on the pre-program survey data, that the program saw a higher proportion of female participants than males.

**Figure 12: Do You Have Access to a Personal Vehicle Most Days?**
(As reported in the pre- and post-program surveys)

<table>
<thead>
<tr>
<th></th>
<th>Pre-Survey (N=571 People)</th>
<th>Post-Survey (N=130 People)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>87%</td>
<td>78%</td>
</tr>
<tr>
<td>No</td>
<td>12%</td>
<td>22%</td>
</tr>
</tbody>
</table>

**Figure 13: Do You Have Access to a Working Bicycle Most Days?**
(As reported in the pre- and post-program surveys)

<table>
<thead>
<tr>
<th></th>
<th>Pre-Survey (N=569 People)</th>
<th>Post-Survey (N=129 People)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>66%</td>
<td>69%</td>
</tr>
<tr>
<td>No</td>
<td>33%</td>
<td>31%</td>
</tr>
</tbody>
</table>
Figure 14: What is Your Age?
(As reported in the pre- and post-program surveys)

![Age distribution graph]

Figure 15: With Which Gender Do You Identify? (Choose all that apply.)
(As reported in the pre- and post-program surveys)

![Gender distribution graph]
Figure 16: Are You of Hispanic Origin?
(As reported in the pre- and post-program surveys)

![Graph showing Hispanic origin comparison between pre- and post-program surveys.]

Figure 17: With Which Race(s) Do You Identify? (Choose all that apply.)
(As reported in the pre- and post-program surveys)

![Graph showing race identification comparison between pre- and post-program surveys.]

Pre-program survey (N=553)  Post-program survey (N=125)

Pre-program survey (N=569)  Post-program survey (N=133)
Lessons Learned

PROGRAM TIMING: PLANNING, SEASON, AND LENGTH
The program ran for four months from April 2016 to July 2016 and launched after a four-month planning period. The planning time period proved to be a tight schedule for creating a business plan and budget, designing materials, securing special events vendors, hiring and training the Options Team, and securing print and mail contracts.

Due to unforeseen purchasing scheduling, the special events vendors were unable to host their programs until June and July. This was not an ideal time to be hosting active living outdoor activities due to the intense Texas summer heat. Many evaluation survey participants responded that they would love to try new transportation options when the weather is cooler.

The program was originally scheduled to run for twelve weeks, but was extended by three weeks because the team determined that it needed more time to build an audience for marketing purposes, accommodate for special events, and recruit more participants. The Options Team was able to deliver all toolkits within the proposed program duration, with the bulk of toolkits being delivered in the second and third month (May and June) of the program. Other methods of outreach could be utilized if the program duration was longer.

Recommendations: A four-month planning timeline is too short for a program with a reach of over 25,000 residents. Shifting the program timing to months with more agreeable weather, like January-early June and late September-November, may encourage more people to participate in events and try new transportation options. However, feedback from parents who participated with their children revealed many were motivated to participate due to the Summer break. Fifteen weeks is the minimum program duration to accommodate for all orders; the program duration may have benefitted from being extended to reach more residents through word-of-mouth referrals, business partnerships, and tabling events.

PRE-PROGRAM OUTREACH
Prior to program launch, all neighborhood associations in the target area were given presentations about Smart Trips Austin and its mission. This outreach was an opportunity to identify champions of the program, especially potential neighborhood leaders that could help with the implementation of transit programming and participant recruitment.

The Options Team reached out to many local businesses to determine if they would be willing to support the program. Many businesses were supportive of the program, but unsure of the next steps of action they could take to promote it. Reaching out to businesses provides an opportunity to identify more program champions who are willing to enroll their employees in the program or display Smart Trips order forms for customers.

Recommendations: Use pre-program outreach to both educate the public about the program and identify program champions; program champions’ roles should be outlined before the outreach period. A plan to identify outcomes and next steps should be formulated prior to reaching out to local businesses for program support.
OPTIONS TEAM: TRAINING & SIZE
The four Options Team members were hired three weeks before the launch of the program. They reported to the Smart Trips management staff that “instruction on how to properly interview and communicate with the public is very helpful” (Sam, Options Team) and, in fact, the motivational interviewing training was the most valuable aspect of their training sequence. The team requested more practice in customer service, interfacing with the public, and motivational interviewing in their trainings. The travel training and delivery tracking system trainings were also useful. The team requested a practical travel training session to explore the target neighborhood by bike. The practical travel training would also have increased safety, as the Options Team could to learn which bike routes to recommend to participants and would have increased their personal awareness of potentially dangerous streets to avoid while making deliveries.

The four team members delivered most of the approximately 500 toolkits within two-weeks of receiving the orders. They reported that the high volume of orders received at the beginning of the program was overwhelming, but mostly manageable.

Options Team uniforms were initially heavy black cotton collared shirt. These shirts were not comfortable for the Options Team to wear in the summer heat. Light cotton t-shirts were later purchased as uniforms. The Options Team felt much more comfortable delivering in these uniforms.

Recommendations: Extensive training in motivational interviewing and customer service is important in preparing the Options Team to effectively encourage people to try new transportation options. The Options Team requested more practice and role playing in motivational interviewing, toolkit delivery interactions, and follow-up phone calls. Trainings will be extended to at least two days with one day of motivational interviewing and customer service training and one day of both classroom and practical travel training. Four options team members are the lower limit for effectively executing a program that reaches over 25,000 residents and engages 500 households. Uniforms must be comfortable for the weather of the delivery season.

TOOLKIT MATERIALS
The Smart Trips management team worked with Alta Planning & Design to create custom Smart Trips neighborhood maps, neighborhood strolls, and a walking safety brochure. These items were very popular and well-received. The planning period of the neighborhood and stroll maps was about three weeks.

B-Cycle day passes were a popular item requested. However, only a small percentage of people who requested the passes actually redeemed their offer.

Many people with disabilities reported the materials were useful for finding shared ride services. Seniors sometimes reported that they were not physically able to use transportation options, but enjoyed the program. In the future, to meet this unmet need, supplemental materials could be provided to these two populations to educate them about a diverse range of mobility options available in their neighborhood.

Some incentive items were very popular with program participants, especially the flashing safety lights. Participants often reported that they did not know the purpose of certain incentive items, especially the reflective slap bracelets. The Options Team reported that many participants did not like that they automatically
received all incentive items in their toolkits because “many of [the participants] were people who were
cconcerned about sustainability, and receiving items that they did not need felt wasteful” (Sam, Options Team).

Recommendations: Quality neighborhood maps are popular with participants and important to achieve the
program’s goals. A low rate of participant’s will redeem offers like free bus passes and free bike share day
passes; program planners should create an encouragement plan to motivate people to use toolkit items that are
redeemable offers. Including more items that help people with disabilities and seniors improve their mobility may
meet a need in the community. Including descriptions of incentives in the toolkit, on the website, on the order
form, and in follow-up email newsletters will help people understand how to use items and their purposes.
Consider only including incentives upon request rather than automatically including incentives in all program
materials. All incentives should have a safety purpose.

ORDER FULFILLMENT AND DELIVERY
The orders were mailed in two batches, about two-weeks apart, with each batch sent to about 5,000
households. The volume of orders received in the first two weeks was manageable for the Options Team to
deliver to participants in a two-week turnaround. However, almost 250 orders were received within one week.
This influx of orders was overwhelming to the Options Team and several orders were not delivered within two
weeks. Adjusting either the number of orders sent per batch or the size of the Options Team could address this
challenge.

The Smart Trips supplies were stored in an office in the downtown district rather than in the target area. Toolkits
were fulfilled and prepared at this location. The Options Team reported that it was a convenient location
because it is located along good bicycling and transit routes that could reach the target community within ten to
fifteen minutes.

The Options Team was originally scheduled for three hour shifts. However, a high proportion of the three-hour
shift was dedicated to labeling and stuffing toolkits with the appropriate orders. The toolkit fulfillment/stuffing
time limited the time that the Options Team could deliver toolkits during their shift. Shift lengths were extended
to five hours so that the Options Team could fill toolkits for an hour, deliver toolkits for about three hours, then

clean up and file delivery reports for an additional hour. The Options Team reported that the number of toolkits
they could stuff did not scale linearly; receiving more toolkits would not significantly affect the time spent filling
toolkits during each shift.

The Options Team used backpacks to carry toolkits to the target area. One options team member would
sometimes string more toolkits to the outside of his backpack to carry more. More methods of carrying toolkit
cargo can be investigated prior to the next program.

Options Team members used transportation options to travel to, from, and around the target area while making
deliveries. Two team member split their time between carpooling together and riding their bicycles, one team
member exclusively rode a bicycle, and one team member took transit to the target area then made her orders
by foot. Using transportation options increased the visibility of these transportation options and made the
program feel more authentic to participants. An Options Team member reported that “people were happy to
see their toolkit delivered by someone on a bike”.

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All deliveries were made on weekdays between 10am and 4pm. However, most people who are in school or who have a full-time job will not be home during that time. The Options Team reported that about five to ten percent of participants were home at the time of delivery, and therefore motivational interviews were attempted on only five to ten percent of participants.

Recommendations: Mail the order forms in batches that are between 1,000 and 3,000 households per four Options Team members to maintain a manageable number of orders received. Choose a fulfillment office that can reach the target community along convenient transit routes and safe bicycling routes. If the office is in the target community, it should be along a route for bicycling and an accessible transit route. Plan shift lengths to accommodate for time spent fulfilling toolkits, reporting deliveries, and commuting to the delivery area. Delivery shifts between five to seven hours are ideal to give the Options Team adequate time to fulfill orders, commute to and around the target area, deliver toolkits, and report deliveries. Backpacks will suffice to carry toolkits to the target area, but additional options should be investigated, like carabiners for toolkit attachment to the outside of backpacks to bicycle trailers. It is recommended that the Options Team use mobility options to deliver toolkits, since it seems to inspire more participants to use those options too. Consider delivery shifts on weekends to increase the rate of interactions with participants. Our team decided that delivering toolkits after dark or during rush hours would be too dangerous for Options Team members commuting to the target area by bicycle.

COMMUNICATIONS & MARKETING

All households in the target area were sent a toolkit order form. However, if a resident had moved away from a household located in the target area within the last year, then the order form was forwarded to that resident’s new address. About six percent of toolkits requested by mail were made by people who lived outside the target area and were forwarded their mail from a previous address within the target area. An additional eleven percent of online orders were made by participants outside the target area. These online orders were likely made by people who learned about the program on social media or local media outlets, but did not check that their household was within our range of delivery.

About 12% of Smart Trips participants reported learning about the program through a social media outlet. A social media presence was helpful to build the brand of the program and supplemented the other marketing tools for participant recruitment.

The online newsletter was an effective tool in recruiting people to enroll in the program and encouraging people to RSVP for special events, as evidenced by the increase in sign ups and RSVP’s following newsletter distribution via email.

The Smart Trips Austin website was visited by nearly 4,000 users. According to Google Analytics, about 230 users viewed the “Order Your Toolkit” page after landing on the main “Smart Trips Austin” page. About 248 users landed directly on the “Order Your Toolkit” Page from an outside link, such as links on social media or in the newsletter.

Recommendations: A diverse communications plan with a strong mail advertising campaign and an auxiliary online presence is essential in enrolling a large number of participants. Address checks are often a default setting when printing addresses on mail pieces, so check with print and mail contractors that the mail will reach the address on the mail piece regardless of whether its inhabitants have recently changed. Zip code restrictions on
online orders may solve the problem of people outside of the target area requesting toolkits, and subsequently being notified that they are not eligible for toolkit delivery. A strong social media presence is important in building a Smart Trips programs’ brand and is effective at increasing participation in Smart Trips events, but is not an effective recruitment tool on its own. NextDoor is an excellent online resource in reaching a large population within the target community. Online newsletters are effective tools in reaching current participants and encouraging residents to order a toolkit; the subject line of all e-newsletters should be branded with “Smart Trips” to increase proportion of recipients who open the message and read the content. The Smart Trips website is also an effective platform to encourage more potential participants to order a toolkit.

SPECIAL EVENTS
Success in programming attendance varied. The most popular programs were transit programs that traveled to fun family events on the weekends, a program vendor’s Bike Camps that pulled from the vendor’s pre-existing captive audience in the target area, and passive tabling events at popular local destinations like the Farmers’ Market. Events with lower attendance were scheduled on weekdays and required the participant to travel to the specific location for the isolated event. Tabling events that provided a service, like the Bike Fix-A-Thons, were best attended when the events were held several weeks in a row, at the same time of day and location; the previous week’s event would often advertise for the next week’s event.

Eleven percent of participants responded that they learned about the program at a special event. Toolkit ordering materials and Smart Trips incentives were available at many of the events. Creating a precedent that all events should both engage the community in a transportation option and encourage participants to enroll in the program may be a useful method of recruiting more Smart Trips participants to order toolkits.

Recommendations: Collaborate with vendors to create a diverse marketing plan to advertise to a wider audience that draws upon the communities that follow the Smart Trips program as well as the vendors’ programs. Hosting travel events that are family friendly and on weekends will draw higher attendance. Passive tabling events, like the Bike Fix-A-Thons, were excellent ways to engage community members in a way that potentially addressed a barrier to trying a transportation option. Tabling events also spread community awareness about the Smart Trips program. Toolkit order forms should be available at all events to capitalize on the opportunity to encourage more people to order toolkits.