

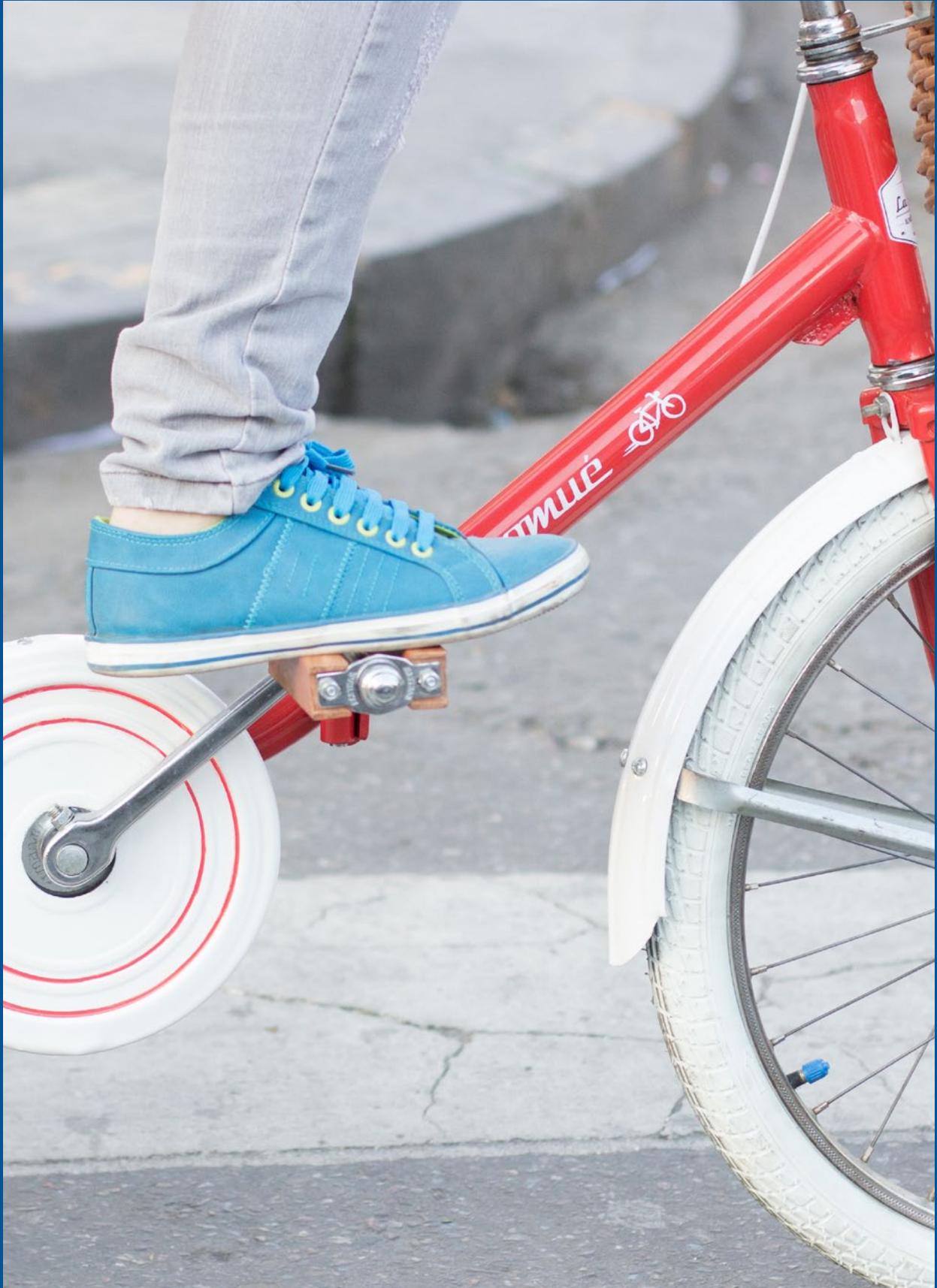


FINAL REPORT JUNE 2017

Photo: TriMet

METRO COLLABORATIVE MARKETING GROUP EVALUATION

# FINAL REPORT



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**01**

**EXECUTIVE  
SUMMARY**

## EXECUTIVE SUMMARY

Metro's Regional Travel Options (RTO) program improves air quality and reduces solo car trips by helping people drive less and use travel options such as walking, biking, taking transit, vanpooling, carpooling, or telework. Reducing the number of cars on the road cuts vehicle emissions, decreases congestion, extends the life cycle of existing roadways, and promotes healthier communities.

Metro's Collaborative Marketing Group (CMG) is composed of RTO partners who promote travel options throughout their local jurisdictions or service areas. The CMG provides a unique meeting forum for creating communications assets that bolster partner relationships and assist them in reaching targeted audiences. Thus, partner efforts to promote travel options are supported and made more successful by CMG marketing and communications tactics.

Alta Planning + Design worked with Metro staff and CMG partners to evaluate Metro RTO content campaigns to help inform future CMG initiatives and marketing efforts. This evaluation covers a two-year period between June 2014 and June 2016 and takes into account the following campaigns initiated or supported by Metro:

- » **Individualized Marketing (IM) campaigns** (Cedar Hills, Portland Community College Southeast, Milwaukie)
- » **Women's Campaign** (Choose What Moves You)
- » **2015 Safe Routes to School Campaign**
- » **2015 Multimodal Summer Campaign**
- » **2015 and 2016 May Bike Months**
- » **2014 and 2015 Oregon Drive Less Challenge**



Photo: TriMet.

Metro CMG campaigns that contained social media and/or video components (e.g. Safe Routes to School, Multimodal Summer, and 2015-2016 May Bike Months) reached a wide variety of audiences across the Metro region. The low costs per impression (between \$0.01 and \$0.02) indicate the videos offered a good return on investment. Collectively, Metro CMG's social media campaigns achieved the following results during the evaluation time frame:

- » **49,196 Facebook views**
- » **25,002 Facebook actions**
- » **103 Facebook shares**
- » **2,449 Instagram views**



Photo: TriMet

Metro web newsfeed stories also provided a good format for disseminating more detailed travel options messages to residents throughout the region. The *Making Biking Better* newsfeed launched during the 2016 Bike Month garnered 428 views and 12,225 Twitter impressions. The Safe Routes To School (SRTS) newsfeed story was viewed 420 times. Metro newsfeeds and social media posts yield high returns on investments, as regional travel options content is often shared by CMG partners through their social media channels, web sites, and newsletters.

Telephone interviews with 12 CMG partners indicate that Metro CMG travel options campaigns and content are highly valued. Metro provides an important role creating and coordinating marketing activities that frees up valuable time and budgets from partner agencies and organizations. Having regional campaigns that partners can customize and incorporate into their own program activities allows for a much wider distribution of key travel options messages across different target audiences. Additionally, Metro's role disseminating campaigns across the region ensures residents in underserved communities receive messaging and resources.

Key findings from CMG partner interviews demonstrate that Metro should:

- » **Continue developing toolkits** for partners that integrate pre-written social media posts and videos that support a variety of travel options
- » **Provide an introductory meeting** or kit for new RTO grant recipients to better understand CMG goals and tactics
- » **Continue using RTO research** to develop CMG campaign themes, materials, and audience segmentation
- » **Focus CMG presentations on best practices** for outreach to Limited English Proficiency (LEP) communities, social marketing techniques, digital marketing, audience segmentation, and program evaluation
- » **Continue offering collateral materials and travel tools to CMG partners** and boosting partner Facebook posts, as this creates efficiencies for organizations with limited staff and resources
- » **Bring new partners to the table** that can offer a different perspective (e.g. health advocates, campus/large employer transportation directors, planners from suburban areas)
- » **Develop longer-term CMG planning** and marketing efforts that look beyond a two-year period

The findings in this report indicate the CMG is a valuable forum for Metro regional partners promoting travel options. CMG meetings offer partners an opportunity to learn about program successes and lessons learned, and also to gain knowledge about transportation behavior change best practices, trends, and current research. The Metro CMG toolkit content is greatly valued by partners, as those tools provide a convenient format for promoting regional travel options campaigns, challenges, and events through their communications channels.

*“The CMG provides a good opportunity to learn new things and come up with new ideas.”*

**-CMG PARTNER**

**02**

# **BACKGROUND**

## PURPOSE OF THE REPORT

This report summarizes key CMG campaigns and evaluates the results of CMG communications strategies and tactics, including analytics from Metro's social media channels, newsfeed, and web site from July, 2014 to June, 2016. Findings from a partner workshop are summarized, in addition to key findings from interviews conducted by Alta Planning + Design among 12 CMG partners that were contacted for this evaluation. Lastly, a series of findings is provided for Metro to more effectively and efficiently provide CMG partners with creative and useful marketing content that resonates with target audiences.

## CMG BACKGROUND

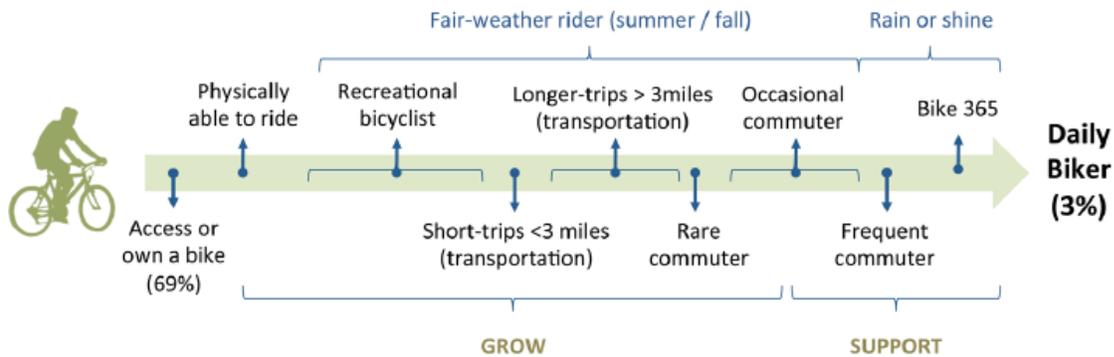
The CMG is a part of Metro's RTO program, within the Planning and Development division. Funding for activities is a combination of Federal Transit Administration funds and the Oregon Department of Transportation (ODOT) regional allocation to support travel options in the region. The budget for fiscal year 2015/2017 includes \$318,000 through the ODOT Rail & Public Transit Division Statewide Transportation Options Grant program and \$240,000 through Federal Transit Administration funds allocated to Metro for congestion mitigation.

Metro works with CMG partners to design a marketing strategy and implementation plan that remains focused on helping Metro and RTO program partners, across all modes of travel, meet key objectives of reducing drive-alone trips and promoting travel options across the Metro region. The two-year plan lays a foundation for Metro staff and contractors to create sets of deliverables to assist these partners in communications efforts and form a cohesive messaging package for the region.



The CMG has evolved and matured over the past decade. Originally a subcommittee to Metro's Transportation Policy Alternatives Committee (TPAC), the group has developed into an effective regional collaborative marketing forum with the purpose of providing regional travel options partners the best tools for conducting outreach, communicating messages to target audiences, and evaluating programs.

With the shift in RTO program oversight from TriMet to Metro in 2006, the program has broadened its focus from commute trip reduction to incorporate a variety of tactics and audiences aimed at helping people choose and use alternatives to the automobile for wide array of trip purposes. The CMG plays a crucial role promoting travel options across the Metro region by creating and disseminating relevant content partners can use in their own communications to reach these broad audiences.



RTO research shows that people are on different places along the travel options continuum.

Graphics prepared by EnviroMedia Social Marketing

CMG meetings are typically held once every two months at Metro, with an optional mixer afterwards. Meeting agendas often include partner project updates, presentations on best practices, and other relevant behavior change and marketing/communications topics.

The CMG develops and promotes campaigns under the Drive Less Save More (DLSM) brand, ODOT's statewide travel options umbrella campaign. For example, Metro works collaboratively with CMG partners to conduct the Oregon Drive Less Challenge (ODLC) and include the DLSM logo on campaign materials. ODOT funding is also used by Metro to purchase DLSM travel tools (e.g. safety lights) in bulk and distribute them directly to partners. This coordination enables ODOT to reach target audiences and leverage ODOT's investments across the state.

The CMG benefits from RTO research on travel behavior, travel trends, and emerging technologies, which have potential to be tested and implemented through pilot campaigns. For example, the Women's Campaign and audience segmentation topics (grow, support, and tough) were based on findings from the RTO Travel and Awareness Survey. Further RTO research has shown that behavior change is a process, meaning different sets of messages and tactics need to be developed for people who are in different places on the continuum.

## CMG TACTICS

Metro RTO staff employ a wide variety of tactics, or ways to achieve a set of established objectives, to support CMG partners in promoting travel options. Metro staff have refined CMG tactics over time to ensure collateral material is varied and flexible enough for partners to use and fits the right target audiences.

Key Metro CMG tactics include the following:

### ***Individualized Marketing Campaigns***

In collaboration with ODOT and regional partners, Metro leads travel options IM campaigns to support partner and regional goals.

### ***Advertising Campaigns***

Metro promotes campaigns to increase awareness of travel options, such as challenges or messaging topics (e.g. Bike Month, Women's Campaign) using traditional advertising (e.g. billboards, bus banners), social media, and digital advertising.

### ***Written and Visual Content***

Metro produces and disseminates travel options content via sets of written and visual content to include in outreach such as blogs, electronic or print newsletters, or social media. The content is written to be flexible for different target audiences and customizable to partners' audiences and/or mode priorities.

### ***Shared Travel Resources***

Metro creates and helps disseminate tools like the *Bike There!* map, *Walk There!* book, *Getting Around* online map, and the *Family Bike Guide*. These travel resources are shared with partners for use during tabling and outreach events.



### ***Contests and challenges***

Metro acts as regional lead for statewide challenges and assists in promoting partner challenges (e.g. ODLC, Bike More Challenge).

### ***Printed marketing materials***

Metro provides printed materials to partners in the form of shared brochures, posters, buttons, stickers, bike seat covers and bells, lights, notepads, and branded travel tools.

TABLE 1: METRO IM METRICS

	TARGET GROUP SIZE	PARTICIPATION RATE	DRIVE-ALONE TRIP REDUCTION	VEHICLE MILES REDUCED
Cedar Hills	5,477 households	9%	1.2%	686,293
PCC Southeast	3,000 faculty and students	14%	1.5%	36,021
Milwaukie	4,464 households	22%	5.1%	1,316,513

### Individualized Marketing Campaigns

The City of Portland, Metro, and ODOT have invested heavily in IM campaigns over the past two decades. These campaigns combine coaching, information, events, communications, and travel options materials in a unique time-limited model that is evaluated using pre- and post program surveys. IM programs have helped thousands of people to try out transit, walking, bicycling, and carpooling—and eventually make permanent changes to their travel habits.

Metro invested in three IM campaigns during this evaluation time frame: Drive Less Save More: Cedar Hills, Drive Less Save More: Portland Community College (PCC) Southeast, and Drive Less Save More: Milwaukie. Each of these campaigns has helped local partners develop a community-based approach for promoting travel options. Metro supported these programs by acting as project leads, managing contracts, assisting with fulfillment and bike deliveries, and hiring and supervising outreach ambassadors who were the face of each program.

IM programs support the goals of ODOT and Metro by reducing the number of drive-alone trips and increasing the number of trips taken by foot, bike, transit, and ridesharing. The three IM programs collectively reached over 23,000 people and reduced 2,038,827 drive-alone vehicle miles. IM programs also assist Metro in achieving goals to reach underserved communities and building partner capacity.

Table 1 includes top-line results from each IM campaign. It is important to note that the PCC Southeast IM program evaluation method was participant based; therefore, vehicle miles reduced were not extrapolated across the target area.

### Individualized Marketing Campaigns

## DRIVE LESS SAVE MORE: CEDAR HILLS

The summer and fall 2014 Drive Less Save More: Cedar Hills IM program had a unique focus on women and families, as well as being a opportunity to test IM techniques in a suburban setting. Elements of Metro's "Choose What Moves You" marketing campaign, launched throughout the region earlier in the year, included billboards, bus ads, and illustrated graphics, and were incorporated into the IM program materials and design. Although the Drive Less Save More: Cedar Hills program had a targeted demographic, the marketing elements and messaging were subtle and the program was open to everyone living in the target area.

Mailing lists were tailored specifically to women in each household, when possible. A total of 5,477 households that were most likely to have at least one female resident were selected as part of the target area, including a small area in downtown Beaverton. From that total, 498 residents participated in the program (a 9% response rate) by ordering custom "Go Kits" with transportation resources that were delivered by bicycle.



*Drive Less Save More: Cedar Hills provided free travel options information to families within the target area.*

Pre- and post-program surveys indicated a reduction in drive-alone trips in the target area after the program's completion. Drive-alone trips decreased 1.2% and transit and walking trips increased 2% and 0.6%, respectively. Bicycle use remained constant and carpooling among adults decreased 1.3%. The program resulted in an increase in physical activity of about one minute per person per day for participants, which translates to \$50,000 saved in avoided medical treatment.



*Drive Less Save More: PCC Southeast was effective at reaching students and faculty with travel options tools, resources, and messaging.*

#### Individualized Marketing Campaigns

### DRIVE LESS SAVE MORE: PCC SOUTHEAST

The 2015 Drive Less Save More: PCC Southeast IM program helped students discover and try travel options such as walking, biking, transit, and sharing rides for daily trips to campus and around the region. The student-based approach included pre- and post-program surveys, customized transportation information, campus events, and partnerships with student groups. A total of 433 PCC Southeast students and faculty ordered Go Kits containing travel options materials. Artwork from the Metro Women's campaign (pg. 14) was also incorporated into the Drive Less Save More: PCC Southeast IM program.

The program evaluation showed that students and faculty reduced their share of drive-alone trips by 1.5 percentage points. Bicycling and transit trips increased 7.9% and 1.5%, respectively. The 7.9 percentage point increase in mode share for bicycling equates to a 59% relative increase. Walking and PCC shuttle trips decreased slightly by 0.6% and 0.4%, respectively. Carpooling among adults decreased by 6.4%, whereas carpooling with children increased by 0.4%.



*Drive Less Save More: Milwaukie promoted new infrastructure such as the MAX Orange Line and the Trolley Trail, in addition to providing outreach to seniors throughout the target area.*

#### Individualized Marketing Campaigns

## DRIVE LESS SAVE MORE: MILWAUKIE

Beginning in late summer 2015, Metro and partners leveraged the opening of the MAX Orange Line, bus transit enhancements, completion of the Trolley Trail, and new pedestrian and bicycle infrastructure by connecting residents in Milwaukie and Oak Grove with travel options information.

Of the 4,464 households in the target group, 980 (22%) participated in the program by ordering Go Kits filled with personalized information on new and existing travel options. Over the course of the Drive Less Save More: Milwaukie program, the drive-alone mode share for the target group decreased 5.1%

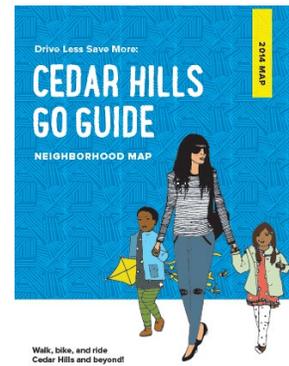
(absolute percentage points) and MAX use and walking increased 3.7% and 3.5%, respectively. Carpooling with adults and bicycling increased by small amounts, 0.1% and 0.2%, respectively. Bus use in the target area decreased 2.8%, which was likely due to introduction of the MAX Orange Line and subsequent bus service changes across the target area. The program also resulted in a 63% increase in the number of walking miles per person per week. The annual value of these health improvements is \$191,800 based on avoided treatment and decreases in lost productivity.

Advertising Campaigns

**2014 WOMEN’S CAMPAIGN**

The 2012 RTO Travel and Awareness Survey found that while men and women both show similar propensities for driving alone, walking, and taking transit, men were more than twice as likely to bike for transportation compared to women. While only 1% of women identified themselves as daily bike riders, the number of women who bike a few times per week or month increased substantially to 9%.

The goal of Metro and its partners was to address the different and more complex transportation habits, concerns and barriers women experience while using travel options. To help fulfill this potential for growth in travel options among women, Metro, along with regional and state partners, devised a visual “Choose What Moves You” campaign, messaging approach, and set of tools that appealed to women’s concerns and barriers to using travel options. The campaign included an advertising element (including bus and billboard ads) that was launched in tandem with the Drive Less Save More: Cedar Hills IM program in Washington County, which was focused on reaching women and families. The advertising purchase had an estimated reach of 24 million impressions through a combination of digital (non-social media) and outdoor advertising.



*The Choose What Moves You designs were displayed in a variety of formats.*



*The 2015 Bike Month campaign included “how-to” videos for beginner and intermediate bike riders.*

#### Written And Visual Content

## 2015 BIKE MONTH CAMPAIGN

The 2015 Bike Month Campaign was composed of a series of social media posts, infographics and two short videos about the benefits of bicycling, with a focus on using bikes for discretionary trips such as shopping, errands, and recreation. The campaign included a hand-signal video quiz that received 2,571 Facebook views, and a work-shop-play video that received 1,970 Facebook views. A 2015 Bike Month toolkit was provided to CMG partners that included information to post on social media, video links, and blog post content.



Infographics were designed using RTO Travel and Awareness survey data and were provided to CMG partners to promote through social media channels.

#### Written And Visual Content

## 2015 MULTIMODAL SUMMER CAMPAIGN

Contractors worked with Metro staff to produce a partner toolkit including infographics, videos, maps, and plug-and-play social media content and blog posts for CMG partners to promote recreation and discretionary trips using travel options. Campaign themes touched on topics such as staycations, transit-to-trails, and car-lite trips that can be taken across the Metro region.

*“CMG helps Metro leverage their dollars across partners and build off of the work each of us are doing.”*

**-CMG PARTNER**



Infographics that promoted local trips by walking, biking, and transit were included in the 2015 multimodal campaign toolkits.



Metro staff provided partners a "stay and play" map highlighting multi-use trails that could be accessed by transit.



*Campaign messaging also included a short video tutorial on how to put a bike on a bus.*

*“The CMG provides an opportunity for better partnerships with Metro. It offers a great example of thinking regionally.”*

**-CMG PARTNER**



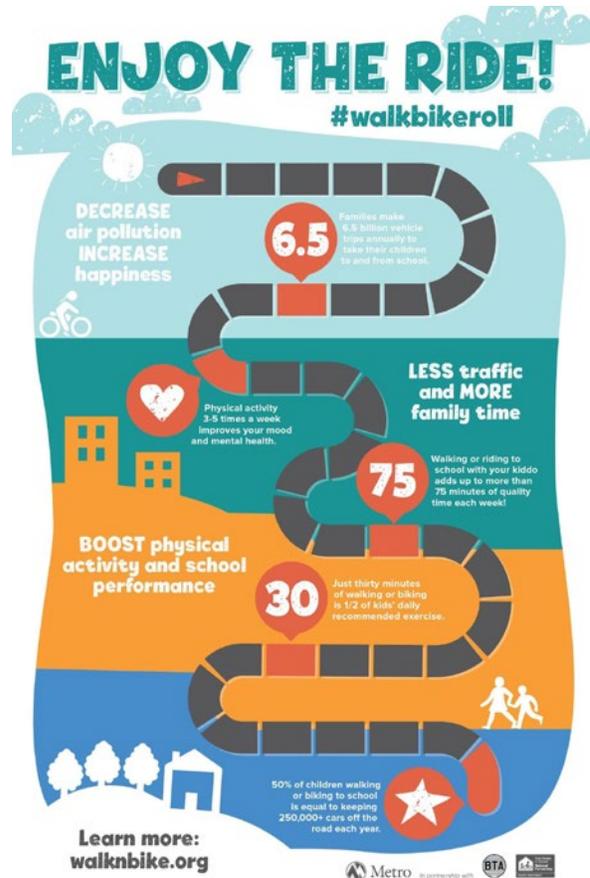
The best way to get to school

The SRTS video provided a great way to demonstrate the benefits of children walking and biking to school.

## 2015 SAFE ROUTES TO SCHOOL CAMPAIGN

The Safe Routes to School (SRTS) 2015 campaign was focused on a series of infographics, hashtags, and a video for partners to use to promote SRTS programs through their social media channels. The SRTS infographics posts received 4,150 Facebook views and 130 Twitter engagements and the SRTS video received 10,979 Facebook views, 1,011 Vimeo/YouTube views, and 23 Twitter engagements.

*This Safe Routes To School infographic presented information about the benefits of using active transportation for families.*





*Images from the 2015 Safe Routes To School Campaign*

## 2016 BIKE MONTH CAMPAIGN

The 2016 Bike Month Campaign involved a series of share graphics, videos, social media, and messaging that focused on improving quality of life through biking more. The partner toolkit provided information about key Bike Month event and activity dates, a partner time commitment graphic, a guide to owned and earned media, a social media guide, and key messages on inspiration, advice, and benefits. Four 2016 Bike Month Campaign videos (*Breathe More*, *Cheer More*, *Wander More*, and *Bike More-Getting Started*) collectively reached 67,045 people and were viewed 29,526 times. The videos were a combination of short, 15 second videos with aspirational messages, and one longer, informative video.



2016 Bike Month videos reached many different audiences on Metro and partners' social media channels.

## SHARED TRAVEL RESOURCES

During the Women's Campaign, Metro developed an interactive and mobile-friendly online mapping tool that highlighted a variety of travel options that help residents save money, stay healthy, and discover their community. The map connects users to close-by transit stops, bike routes, trails, schools, bike shops, and Park and Ride areas. The online mapping tool was promoted in newsletters during various Drive Less Save More IM campaigns and also offered to partners as a way to help people find travel options that are convenient to their homes and workplaces.

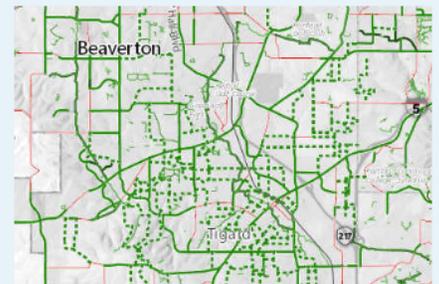
*“Every jurisdiction has a different need and different tools that work for them.”*

**-CMG PARTNER**

### CHOOSE WHAT MOVES YOU

Find easy ways to get around the region on foot, by bike, bus or sharing a ride using an interactive travel options map. Enter your address to see convenient options near you for traveling without your car.

[Explore now](#) →



*Bike There! Online map is a feature offered in conjunction with a printed version, sold at area bike and retail stores.*

## CONTESTS AND CHALLENGES

In October of 2014 and 2015, Metro participated in the two-week Oregon Drive Less Challenge, a statewide initiative encouraging Oregonians to use travel options and log those trips in Drive Less Connect (DLC) - Oregon and Washington State's online ridematching platform. ODOT supplied Metro with travel tools such as Drive Less Save More branded blinky lights, which were then provided to CMG partners and local jurisdictions to use during outreach and events.

Evaluation efforts for DLC users in the Portland Metro area indicated the following:

- » In 2014, a total of 1,665 people participated in the Challenge from from the Metro area. There were 1,448 Challenge participants in 2015.
- » In 2014, 21% of survey respondents indicated they are driving alone less often after the Challenge. That number increased to 28% in 2015
- » Most survey respondents reported hearing about the Challenge from DLC emails and communications (58%) and workplace/college (34%)
- » The main reasons people participated in the challenge were to win prizes, reduce carbon emissions/pollution, save money, and personal health benefits
- » Transit was the most widely-used travel option during the ODLC, followed by walking, biking, and carpooling

## PRINTED MARKETING MATERIALS

To support campaigns, Metro works with partners to provide educational materials, safety items and branded materials to give away at events. These materials promote safety, provide people with information, promote the DLSSM and Metro brands, and prompt people to remember to use travel options when they can.

Examples of materials include:

- » Bike lights and bike seat covers for bike month
- » Bike bells and notepads to promote the "Choose What Moves" You campaign
- » Clip-on safety lights for walking
- » Family Biking Guide

**03**

# **EVALUATION**

The main objective of this report is to evaluate the effectiveness of CMG communications strategies and tactics, including analytics from Metro’s social media channels, newsfeed, and web site from July, 2014 to June, 2016. In addition to collecting campaign analytics, Alta staff interviewed 12 CMG members to solicit feedback about their overarching outreach goals and strategies and to examine the following CMG attributes:

- » Satisfaction with the meeting schedule, topics, and networking aspect
- » Usefulness of CMG content
- » Most relevant meeting topics to their organization/jurisdiction
- » Ways in which partners used CMG content and the result
- » New campaign themes and formats (e.g. printed materials, videos, toolkits)
- » Ways in which the CMG should evolve over time
- » Major challenges promoting travel options across the region
- » Big ideas on making travel options more appealing through outreach

As part of the 2014 CMG marketing workshop, meaningful evaluation and measurement was identified as a way of ensuring that CMG efforts were effective, or in need of modification. Measurement was also identified by partners as an important tool when telling the story of the group’s work and value to creating a balanced and efficient transportation system.

Alta staff reviewed the 2014 workshop notes and outcomes to better understand existing CMG tactics, the content needs of CMG partners, and to develop a new set of interview questions for this evaluation. The timing of the 2014 workshop coincided with a switch from traditional advertising (which captures measurement in an estimation of how many people might see an ad—known as impressions) to online content which has the advantage of more precise analytics by tracking actual impressions, as well as interactions with campaigns, including video views and click-through to web sites. The data presented in this report will provide a baseline for which to measure the impact and reach of future CMG campaigns.

*“The CMG helps provide better direction for programs to get better results.”*

**-CMG PARTNER**

## CMG CAMPAIGN ANALYTICS

The analytics from CMG digital campaigns are summarized in the following table. Two of the 2016 Bike Month videos (*Breathe More* and *Cheer More*) were also posted on Instagram and received 269 and 2180 views, respectively.

Digital campaign analytics are included on the following page for the 2015 and 2016 Bike Month Campaigns.

TABLE 2: METRO VIDEO ANALYTICS

	Facebook Views	Facebook Shares	Vimeo/YouTube Views
BIKE MONTH 2016: BREATH MORE - VIDEO	7,544	39	108
BIKE MONTH 2016 CHEER MORE - VIDEO	6,551	2	224
BIKE MONTH 2016 WANDER MORE - VIDEO	6,262	2	28
BIKE MONTH 2016 BIKE MORE - GETTING STARTED VIDEO	9,169	21	29
SAFE ROUTES TO SCHOOL (2015) - VIDEO	10,979	35	1,011
SAFE ROUTES TO SCHOOL (2015) - INFOGRAPHICS (8)	4,150	–	–
BIKE MONTH (2015) SIGNAL BASICS - VIDEO	2,571	1	–
BIKE MONTH (2015) SHOP. WORK. PLAY. - VIDEO	1,970	3	–

## Making Biking Better

The *Making Biking Better* story was written for the Metro web site and encouraged followers to use the hashtag #betterbiking when contributing what made biking better in the Metro region to their social media channels. Metro posted the story on Facebook and Twitter using paid posts, which directed traffic to the Metro web site.

- » 428 pageviews on Oregon Metro
- » 397 unique page views
- » Average time on page: 9:34
- » 12,225 Twitter impressions

## Breathe More video

The *Breathe More* video targeted African American and Latino audiences in a slightly older age group (35-65 years) and matched people with interests in hiking and walking trails and biking. The *Breathe More* video achieved the following metrics:

- » Facebook: 7,544 views, 21,477 reached, 39 shares, 67 likes, 8 comments
- » Instagram: 948 reached and 269 views
- » Impressions: 18,831
- » Cost per result: \$.01

## Cheer More video

The *Cheer More* video targeted Metro residents ages 20 to 45 and matched people with interests in bike commuting, biking, public transit, or Portland Timbers, the local soccer team. The *Cheer More* video achieved the following metrics:

- » Facebook: 6,551 views; 16,746 reached; 2 shares, 28 likes
- » Instagram: 2,180 reached and 269 views

- » Vimeo: 224 views
- » Impressions: 22,829
- » Cost per result: \$.02

## Wander More video

The *Wander More* video targeted only women ages 18 to 50 and matched people with interests in walking, boutiques, bus, bike commuting, cycling, hiking trails, or public transport. The *Wander More* video performed similarly to the other videos, indicating that a specific focus on women did not impede on the number of views and likes. The *Wander More* video achieved the following metrics:

- » Facebook: 6,262 views; 18,680 reached; 2 shares, 49 likes, 2 comments
- » Vimeo: 28 views
- » Impressions: 22,526
- » Cost per result: \$.02

## Getting Started video

The *Getting Started* video targeted both women and men in the Metro area ages 25 to 60 and matched people with interests in outdoor recreation, walking, commuting, cycling, physical fitness, camping, bicycle commuting, hiking, public transportation, or physical exercise. The *Getting Started* video achieved the following metrics:

- » Facebook: 9,169 views; 19,184 reached; 21 shares, 56 likes, 1 comment
- » Vimeo: 29 views
- » Impressions: 34,467
- » Cost per result: \$.02



## WEB SITE ANALYTICS

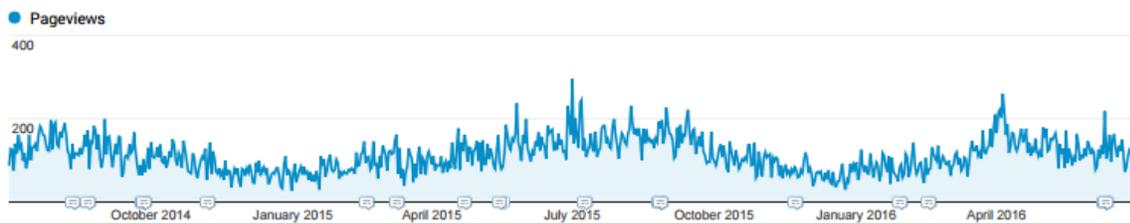
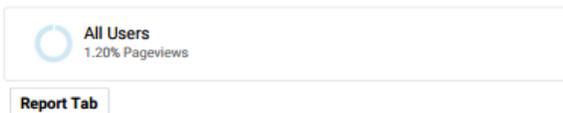
Campaigns from 2014 to 2016 promoted Metro’s Getting Around web site, which offered online maps, tools, and resources to help Metro residents use travel options more frequently. Below is a breakdown of web traffic to the Getting Around Metro web page showing weekly visits to the page by all users. It is important to note that CMG campaigns prior to January 2015 relied more heavily on traditional advertising such as the billboards for the Choose What Moves You campaign.

The spikes in page views in May and July, 2015 and in April and May, 2016 likely correspond to the Bike Month social media campaigns and summer promotions. These results indicate that CMG videos and share graphics have high potential to reach the right audiences and drive traffic to Metro’s web site.

The 2016 Bike Month videos achieved more than 49,000 views on Facebook.

### Getting around report

Jul 1, 2014 - Jun 30, 2016



The Getting Around web analytics report spanned from June 1, 2014 through June 30, 2016.

## CMG Workshop Summary

At the conclusion of the 2012/2014 biennial fiscal cycle, Metro staff and partners took the opportunity to reassess the collective approach to behavior change marketing, community outreach, and travel assistance tools.

Additionally, in 2014 Metro began to directly manage marketing contractors working to fulfill campaigns and initiatives, enabling the group to create a new direction, try new approaches, and better manage projects.

The group also participated in a half-day workshop, facilitated by Metro staff, to discuss partner and regional goals, and how to best achieve them through marketing efforts. The group participated in several individual and group exercises to achieve those answers.

Metro staff referenced previous research on audience segmentation, community-based social media techniques, and the RTO Travel and Awareness Survey as guiding documents to help ensure the focus is on the right audience for each tactic (e.g. grow, support, and tough audiences). The following CMG tactics were discussed in detail and ranked by importance among workshop attendees:

- » Content
- » On-site marketing
- » Advertising
- » Shared travel resources
- » Events
- » Contests/challenges
- » Printed marketing materials

*“There is benefit in having these CMG social media posts. TriMet can post that content and then tag TriMet when there is something that is applicable to TriMet riders.”*

**-CMG PARTNER**

**04**

# **KEY FINDINGS**

The following section includes key CMG evaluation findings, which are based on the social media analytics and phone interviews with 12 CMG members that were conducted between January and March of 2017.

## **BIKE MONTH VIDEOS WERE SUCCESSFUL AT REACHING DIFFERENT AUDIENCES**

Metro's bike month videos collectively achieved over 49,000 views on Facebook during the evaluation time frame. Many CMG members noted during the interviews that the Bike Month videos and associated toolkit content were well received by different audiences and were a great fit for partner agencies and organizations. The uptick in Metro's Getting Around web page traffic during the 2015 and 2016 Bike Month campaigns is further evidence that the videos were effective at routing people back to the Metro web site for additional information and resources. Furthermore, targeting the videos to different audiences did not seem to have a major effect on the number of views and shares. The videos resonated best with older Metro residents and women; however, there was no dramatic drop in views and impressions when videos were targeted to different demographics. The low cost per impression (between \$0.01 and \$0.02) indicates the videos were a good return on investment for Metro.

## **RTO RESEARCH COMPLEMENTS CMG CAMPAIGNS**

Metro's RTO research leads to successful CMG campaigns. The RTO Travel and Awareness Survey provides valuable data on regional transportation mode preferences, barriers and benefits, and trends, which ultimately reinforces CMG campaign messaging and tactics. For example, the Women's Campaign was developed based on RTO survey findings that men were twice as likely to bike for transportation compared to women. RTO research also helps CMG partners learn about innovative tools (e.g. interactive maps), messaging, and best practices for implementing and evaluating behavior change programs among targeted audiences.

*“The CMG is a good opportunity for us to talk about regional issues and the forum itself is important. It's a neutral place for us to meet.”*

**-CMG PARTNER**

## **CMG CAMPAIGNS HELP IMPLEMENT OREGON'S STATEWIDE TRANSPORTATION OPTIONS PLAN**

Oregon recently adopted its first Transportation Options (TO) Plan that identifies policies, programs, services, and investments to expand transportation choices for Oregonians and help make more efficient use of the state's transportation network. Metro CMG campaigns are an important implementation component of the TO Plan because they reduce drive-alone trips and congestion throughout the Metro region and beyond, in addition to improving air quality and community health.

Metro's CMG also actively supports ODOT-led initiatives (e.g. Drive Less Save More IM programs and the ODLC) by providing partners and local jurisdictions with collateral materials, staff resources for IM programs, and financial support for hosting events and enhancing social media. Having Metro take a lead coordinating content production for the benefit of partners results in an efficient use of ODOT resources.

## **THE CMG DIRECTLY BENEFITS REGIONAL PARTNERS AND LOCAL JURISDICTIONS**

CMG campaigns offer partners an efficient and effective approach to reach targeted audiences. Local partners often don't have the staff resources and/or budget to design and implement high-quality campaigns and purchase travel tools (e.g. safety lights, bike bells, water bottles) for outreach. CMG toolkits provide an easy plug-and-play method for partners to reach their audiences with consistent and concise messages in a timely manner. Partner campaigns are more effective when multiple partners are promoting the same messages (e.g. during Bike Month) but to many different types of audiences to ensure saturation.

CMG partners also benefit from learning about innovative behavior change programs, new technologies, and social marketing best practices from Metro staff, consultants, and practitioners. Partners have an advantage knowing what types of strategies work well and those that do not. Knowing about successful implementation strategies other partners have employed translates to enhanced program offerings and services, more consistent and relevant messaging, and ultimately better results. Learning about the nuances of program design, implementation, and evaluation strategies and tactics at CMG meetings is a critical function for many partners, as it positively impacts the work they do in their communities and throughout local jurisdictions.

## **GROW THE CMG**

Partners find the meetings and content extremely valuable. Metro should explore ways to bring new people to the table (e.g. health practitioners, campus directors of transportation, transportation staff from suburban jurisdictions, Employee Transportation Coordinators [ETCs]) who can contribute to the shared learning experience and exchange of best practices.

## **CONTINUE DEVELOPING CAMPAIGN VIDEOS AND PARTNER TOOLKITS**

Videos that incorporate plug-and-play social media campaigns were highly valued by partners; however, it is important that content is customizable so that it can be updated and recycled into different campaigns. Metro should continue to develop visual collateral and messaging that enhances partner campaigns and activities. Partners that promote Metro campaigns in their communications channels often see increases in their social media and web site traffic. Partners also value Metro's efforts to boost social media posts to reach new audiences. In addition, the offering of travel tools to CMG partners helps reinforce overarching campaign messages and calls to action during outreach and tabling events.

## **TAILOR CAMPAIGNS TO REACH NEW AUDIENCES**

CMG partners have a wide range of audiences for whom to target travel options messaging. Some work mainly with employers and want to influence commute trips, while others work with residents, students, and parents to promote travel options for all types of trips. As such, it is difficult for Metro to produce campaigns that will directly resonate with every partner audience.

CMG partners provided input for how best to design campaigns that will complement existing partner outreach efforts. Some partners advised Metro to keep the focus on all trips, but to make sure to produce customizable content that is also useful for commuter programs that focus on the employer and employee. Furthermore, partners would benefit from learning best practices for reaching new audiences such as LEP populations, communities of color, women and families, suburban audiences, children and parents, and people with disabilities. This topic could potentially be the focus of a future CMG meeting or workshop, coupled with RTO research among these subgroups and inviting practitioners who have had success reaching one or more of these audience types.

## INTRODUCE NEW CMG MEETING TOPICS AND FORMATS

CMG partners provided input on new and relevant topics that could potentially be explored during CMG meetings or as potential RTO research projects.

- » Technology and transportation, particularly around carpool matching platforms and passive trip tracking for challenges and rewards
- » Shared-use mobility trends and Mobility-As-A-Service
- » Social marketing and program evaluation best practices
- » Grant funding opportunities outside of RTO
- » Campus-specific outreach
- » Program-related training (e.g. getting your feet in the door with employers, working with ETCs)
- » IM best practices and motivational interviewing techniques
- » Digital delivery of travel options materials and resources
- » Audience segmentation and stages of change
- » Messaging for blue collar and retail employees
- » Rewards/incentive research and findings
- » Linkages between active transportation and health

Partners also commented on big-picture topics that the CMG should address during meetings. For example, it was advised the CMG should develop a marketing plan that spans five years, similar to the RTO strategic planning effort. This would allow for better integration between CMG marketing campaigns and RTO planning and research efforts.

Partners also mentioned opportunities to build transportation choice into messaging platforms, as people are traveling to a wide variety of employment centers and traffic is crossing into multiple partner jurisdictions. Lastly, partners suggested doing less scattershot-type marketing, as there is a need to refine marketing and communications efforts to ensure the right audiences are being reached with the right messages.

## FOCUS ON MAJOR CHALLENGES FACING THE METRO REGION

CMG partners commented on major challenges facing the Metro region. Increases in gas prices, quality of life, affordable housing, abundant and free parking in the suburbs, and the need for safe, convenient, and reliable transportation options infrastructure were mentioned as key challenges the CMG should address in the near future. Furthermore, many partners mentioned how technological advancements and shared-use mobility services can help solve some of these challenges.



*“It’s all about transportation choices. Right now there are parts of the city and region where people don’t have a choice for travel. We need to open up that discussion that everyone should have choices around their transportation.”*

**-CMG PARTNER**

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# **CONCLUSION**

Metro's CMG offers a unique forum for partners to learn about best practices, share lessons learned, utilize customizable and high-quality collateral materials for tabling and outreach, and promote regional campaign content through their own communication channels. Metro's ability to design and implement creative and successful regional campaigns directly benefits the work partners do to reduce drive-alone trips both within and beyond their borders. As the most populous region in the state, Metro helps implement the Oregon Transportation Options Plan by developing successful travel options campaigns and supporting partners' work efforts through exchanging best practices, piloting new ideas, and providing valuable content and collateral materials that attract new customers and followers.

Metro's shift from traditional to digital advertising allows for an opportunity to track social media and web site analytics. Collectively, Metro's most active CMG's social media campaigns achieved the following results during the June 2014 to June 2016 evaluation time frame:

- » 49,196 Facebook views
- » 25,002 Facebook actions
- » 103 Facebook shares
- » 2,449 Instagram views

Findings from telephone interviews conducted among 12 CMG members indicated that partners are very satisfied with CMG meetings and regional campaign topics and content. Key interview findings show that Metro should grow the CMG, continue developing campaign videos and toolkits, tailor campaigns to reach new audiences, introduce new meeting topics and formats, and focus on major challenges facing the region.

Developing regional campaigns that resonate with receptive audiences and trying out new ways to engage and measure reaction from each group is a learning process. The CMG allows partners to come to the table and present their ideas and lessons learned, which is an excellent template for success. For example, RTO grantees are encouraged to come to CMG meetings to learn ways to make their projects more effective and sustainable over time, which further leverages RTO investments. Metro's CMG has a bright future and is considered by many partners to be a valuable asset that helps guide the important work they do promoting travel options throughout the Metro region.

*"The CMG helps us think beyond our borders and be able to feel ideas and connect with other agencies in a straight-forward way. Something a newsletter is not going to do."*

**-CMG PARTNER**

