

RTO marketing summary

Metro's Regional Travel Options (RTO) program exists to connect and support organizations and programs working to reduce the environmental, economic and social impacts of single occupancy driving. Supported by the RTO program, the Collaborative Marketing Group is an informal collection of local governments, agencies, non-profits and transit providers working to ensure travel options education and marketing reach residents in our region.

This plan provides a roadmap that enables partners to leverage Metro's investments in marketing initiatives to promote public transit, biking, walking and ridesharing behaviors. Specifically, this plan:

- Uses Metro's 2014 research of travel habits to identify, prioritize and target specific audiences that are most likely to make measurable changes if engaged through a marketing and communications effort.
- Focuses on implementing a coordinated regional messaging strategy rooted in a "continuum-based approach" to influencing modal behavior. This strategy focuses on the need to address multiple variants in residents' access, willingness, and motivations to biking, walking, public transit and ridesharing.
- Concentrates on a series of messaging themes that Metro's research shows will be most effective with the primary targets: planning and preparation, safety, health, and community.



Our Goals

Be Passionate

We are diverse organizations with different causes, but we are united in belief that when more people travel by foot, bike, transit and rideshare it can have profound benefits for everyone in our region.

Be Resourceful

The Collaborative Marketing Group is an efficient and effective approach to building enthusiasm for travel options in our region. From educational programs to marketing efforts, we focus the energy and insight of our partners throughout the region into a force greater than the sum of our parts.

Be Inclusive

We are committed to ensuring that all residents benefit and are impacted by our work. While not all residents are able to use travel options or be targeted for a particular campaign; we will take the time and effort needed to impact hard-to-reach and non-mainstream audiences.

Be Data-Driven

Our successes are measurable and our work is driven by outcomes outlined in regional plans, including the Regional Transportation Plan, Active Transportation Plan and the Climate Smart Strategy, and support local plans and goals set forth by communities.

Communication objectives

1. Establish a common voice

Our interconnected network of programs, outreach and service are strongest when associated and leverage each other. When residents hear similar messages and themes from a variety of outlets and voices, we reinforce and normalize ideas and attitudes around travel options.

2. Create a positive association between residents and travel options

Whether residents are daily drive-alone commuters or avid transit riders, we appeal to both *rational* and *emotional* reasons that focus on what makes sense for them and their community.

3. Strengthen our partner's brands and efforts

While resting on the foundation of our statewide brand, Drive Less Save More, CMG efforts support individual partner brands that help residents find the best local services that help them make behavior change.

4. Normalize travel options

We succeed when we have built a critical mass of residents participating in travel options on a regular basis; when walking, biking, transit and carpooling are seen as regular and attainable activities.

5. Apply personal benefits with the social benefits of travel options

Every trip makes a difference; to your well-being, our region and environment. Helping to make the connection to how we travel to our environment is important to reaching Climate Smart Strategies and community objectives.

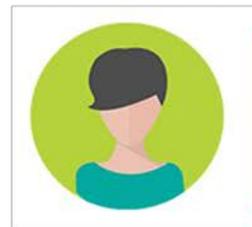
Audience Personas



Multi-Mode City Mover: In 30s or 40s, middle income, lives in Portland, enjoys all travel modes, loves to bike, likely to have children.



Young Transit User: In 20s, low income, lives in or near downtown, walks or takes transit weekly or more, unlikely to own a car. More likely than other personas to be Latina.



Young Driver Open to Options: In 20s, low income, lives in or near downtown, mainly drives but is open to options. More likely than others (besides Trina) to be Latino, and to be a student.



Community-Minded Suburbanite: In 50s or 60s, high income, lives in West or SW suburbs, many retired, loves to walk and values a better community.



Middle-Aged Loyal Driver: In 30s, 40s or 50s, high income, commutes by car alone despite having other options available.



Middle-Aged Family Driver: In 30s, 40s or 50s, middle income, children likely, very few travel options are available nearby.



Senior Infrequent Traveler: Over age 55, low income, doesn't go out much and drives when he does despite having some decent options, many retired.

Messages & Motivators

"Why would I reduce my driving?"

SAVE MONEY 27%

BE HEALTHIER 23%

RATHER SPEND TRAVEL TIME DOING SOMETHING ELSE 18%

MAKE MY COMMUNITY A BETTER PLACE TO LIVE 16%

Motivating messages

Travel options have many benefits that make us happier and healthy, and enable us to enjoy our lives and where we live more. Helping residents make the transition from infrequent to frequent travel option user requires a variety of communications techniques, but starts with relatable messaging that normalizes and inspires the listener to take action.

The following core messages drive what we want people to understand from our concepts:

Practical

There is a travel option for nearly everyone for the variety of trips you take. Travel options are not just for commuting, and might not work for you and your family every day. But, riding transit, sharing a ride, biking and walking around your neighborhood to make short trips, like going to the store, meeting friends or going to the game is quicker and easier than you might think. A little planning and help can get you on your way to using travel options for the first time, or more than the occasional trip. And you don't have to figure it out on your own; the many tools and programs provided by local governments, non-profits and service providers can show you the fastest, easiest way to get there.

Economical

Travel options save time and money. Less money on gas, parking and wear-and-tear on your car, means more money in your pocket to do something fun.

Enjoyable

Everyone defines happiness differently, but accessing your neighborhood and city out of your car is proven to reduce stress and make us safer. Some find this by letting someone else do the driving to work or skipping the hassle to find parking. Others find it in the rush of the wind through their hair or the morning "hello" to a neighbor. Any way you find it, we're inviting you to make getting there the best part of your day.

Healthy

Travel options improve our health. Walking, hiking, biking, or just playing, when we go outside, we get active. When we're active, we gain energy, drop weight, move our bodies more and visit the doctor less. Make your neighborhood your gym and get a workout on the way to work, the store or to school.

Marketing Opportunities



Focus on occasional use
Highlight quality of life & health

Concentrate on social norming
Address safety and preparation

Focus on occasional use
Highlight cost savings

Concentrate on non-commute trips
Use time comparison to show convenience

Existing Efforts & Tactics

Many residents in the Portland Metro area are already multi-modal – incorporating walking, biking, taking transit and sharing rides into their daily, weekly and monthly trips. When they walk out their front door, whether on their way to work or school or to meet friends, we want more residents to think about all their travel options and feel empowered to pick the one that best suits that particular outing.

- Supported by 2014/2015 advertising, on-going online tools, branded travel tools available to partners, the Choose What Moves You campaign enters its second year with new tactics selected by partners.
- With a focus on the Grow and Support audiences, and further refined by personas identified from the Travel & Awareness Survey, tactics employed are flexible for partners and concentrate on utilizing their existing communications and outreach channels.

Current tactics to support these tactics include:

- Individualized marketing campaigns
- Written and visual content
- Shared travel resources
- Contests and challenges
- Printed marketing materials