

Community-Based Social Marketing

Cycle 2: Downtown Employee
Drive-Alone Trip Reduction Pilot
City of San José



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Executive Summary

Background and Purpose

Smart Moves San José is a multi-phase pilot program aimed at reducing drive-alone trips in the core- and greater-downtown area. Cycle 1 of the program targeted residents who live in single- and multi-family households in the downtown core area of the City. Cycle 2 targeted employees in the downtown core, including City Hall employees, and Cycle 3 focused on residents and employees in the greater-downtown area.

Small- and Medium-Size Employers. Cycle 2 of the Smart Moves San José program was intended to include small- and medium-size employers in the downtown core. However, issues converged that made participation in the program difficult for employers and therefore, improbable for their employees. Contacting employers (owners, managers, and human-resources) to describe the program and gain participation was challenging. Over the course of several months, we contacted employers by phone, email, and in-person. Overall, employers liked the overarching goals of the program, but were either too busy to participate, stated that their employees were already doing all they could to reduce drive-alone trips, needed their cars for their jobs, or lacked motivation to do anything other than drive because parking was typically paid for by the employer.

Large Employers. Efforts were made to include at least one large employer in the program. We had several conversations with a facilities manager of one large employer, administered an online transportation survey with their employees, and organized a transportation event at their facility. The event was largely unsuccessful due to poor visibility, as we were unable to effectively market the event. After the event, we sought additional opportunities to coordinate with the company's launch of their TDM program, but the timing of this Smart Moves San José cycle and the implementation of the company's own transportation program were incongruent.

The City also had extensive conversations with a company with a well-established transportation demand management (TDM) program that encourages employees to reduce drive-alone trips. Many employees take advantage of the program. But a large percentage of those who drive to work live within ten miles of the office. The company wanted to find ways to encourage these employees to use alternatives to driving alone as the company planned to expand but parking would be limited. In the end, the company decided to pursue a different course, so it was not included in the Cycle 2 pilot.

Ultimately, the decision was made to conduct the second phase of Cycle 2 with another large downtown employer, the City of San José, with its City Hall employees.

Approach

Community-based social marketing (CBSM), a step-by-step, data-driven approach, was used in Cycle 2 to encourage employees to reduce their drive-alone trips. CBSM is based on research in the social sciences that demonstrates that behavior change is often most effectively achieved through initiatives, delivered at the community level, that focus on removing barriers to an activity while simultaneously enhancing the activity's benefits. Utilizing this approach, barrier and benefit research was conducted with employees in the target area, followed by strategy development, piloting, and evaluation.

Program Overview

The outreach methods leveraged in-person communication by City employees called Green Trip Champions (Champs). These are employees who volunteer their time to promote sustainable transportation choices with others in their departments. There were two basic features included in the pilot; (1) In-person visits by Green Trip Champs to employees in their departments to gather data on current mode behaviors, gain commitments to engage in alternate modes of transportation at least two times per month, and invite employees to take part in *Transportation Eco Teams*; and (2) Transportation Eco Team meetings, facilitated by City consultants and Green Trip Champs, where employees had the opportunity to identify ways to overcome barriers to biking, carpooling, and taking public transit, as well as support and inspire one another to get to work by means other than driving alone.

Outcomes

The sample size for the evaluation was small due to a low response rate to our post-outreach survey. This decreased our ability to detect changes prompted by the outreach strategies. However, the findings did trend toward a reduction in drive-alone trips for those who received the outreach.

Although attendance at the Eco Team meetings was not as high as hoped, the response to the meetings was positive. Most attendees stated that the meetings were useful and motivational for reducing their drive-alone commute trips.

Drive-Along Trips

Direct observation of behavior changes by counting cars in the parking garage or utilizing parking garage pass data was the initial evaluation plan. However, since the City's Champs were unable to contact all the City's City Hall employees, self-reported mode behavior was used to evaluate changes from time 1 (pre-treatment) to time 2 (post-treatment). A control group was included in the pilot design to confidently assess the effectiveness of the program. As expected, there were no trip behavior changes from time 1 to time 2 for the control group.

- While there was a small reduction in drive-alone trips for the treatment group, a statistical test comparing differences between time 1 (pre-treatment) and time 2 (post-treatment) for the treatment and control groups did not detect a significant difference.

Utility of the Eco Team Meetings to Reduce Drive-Along Trips

Approximately three months after the last Eco Team meeting, all 45 attendees were sent a follow-up survey to measure the motivational quality and usefulness of meetings to reduce their drive-alone trips. Twenty-six attendees responded to the survey (58%).

- Eight employees were already using alternate modes of transportation, leaving 18 who could reduce their drive-alone trips.
- Of those 18, 13 stated they had reduced their drive-alone trips since attending the meetings.
- Of the five employees who reported they had not reduced their drive-alone trips, two stated they had taken preliminary steps to reduce their trips, such as looking into purchasing a bike.

Future Implementation

Implementation of a drive-alone trip reduction program takes a fair amount of resources, especially when in-person is the preferred outreach method. To use garage pass data to evaluate behavior changes, the pilot needed to have been implemented with all employees who utilized the parking garage. With a limited number of volunteers for implementation, the City was unable to reach all employees at the City Hall site and had to rely on self-reported behavior changes for evaluation. Should this program be repeated, we recommend a modified implementation method along with ongoing evaluation.

A *phased* implementation method would alleviate the demand for a high-level of human resources and allow for ongoing evaluation (garage pass data) of program effectiveness. For this program, a phased implementation would be accomplished by dividing employees into manageable outreach groups. That is, groups small enough that Green Trip Champs can deliver the program messages and materials to each person and conduct the necessary Eco Team meetings before moving to the next group. Outreach implementation and evaluation would entail: (1) collecting baseline (pre-implementation) garage pass data; and (2) conduct outreach with group 1, 2, 3, and continue to collect garage pass data. Analyze data, marking implementation dates to look for changes in garage pass use. Ongoing data collection can assist with decisions about program methods, materials, and resources.

Cycle 2 Goals

The intention of Cycle 2 of the *Smart Moves San José* program was to target downtown employees. However, a few issues converged and that made participation in the program difficult for employers and improbable for their employees. Contacting employers (owners, manager, and human-resources) to describe the program and gain participation was challenging. Small- to medium-size employers (50 or more employees) were contacted by phone, email, and in-person. Overall, employers liked the overarching goals of the program, but were either too busy to participate, stated that their employees were already doing all they could to reduce drive-alone trips, needed their cars for their jobs, or lacked motivation to do anything other than drive because parking was typically paid for by the employer. The City conducted a small survey with one large employer and sought to include them in Phase II of the pilot, but the timing of this program and the implementation of the company's employee transportation program were incongruent.

Barrier and Benefit Research

We conducted a structured phone survey with small- and medium-size employers (50 or more employees) and a web survey with Oracle and City Hall employees to identify employees' perceived barriers to and benefits of walking, taking public transit, biking, and carpooling instead of driving alone for commute trips.

Phone Survey with Employers

To gather information relevant to the development of Cycle 2, businesses in the downtown core area of San José were called to participate in a structured interview. Fifty-five businesses were called to participate and nine completed the interview. Phone calls were made from mid-November 2016 to mid-February 2017. Overall, relatively smaller companies and organizations were the most likely to respond. Here is a summary of findings:

- All employers stated that most employees drive alone;
- Most employers stated that half or more of their employees live in San José;
- Almost all employers offered no-cost parking to employees;
- Discounted transit passes and pre-tax deductions for transit passes were offered by some employers;
- Barriers to employer transit programs were time to administer and track the programs, lack of clear and accurate information as to what is available, and the overall sense that additional programs were not needed;
- Employers stated that employees did not ask for information to support walking or biking to work; and
- At about half of the businesses, some employees needed to drive off-site at least sometimes.

Web Survey of City Employees

Surveys were sent to approximately 2,200 employees who work for the City of San José. Data were collected during late-July through early-August 2017. Completed surveys were received from 1,067 employees. Of that total, 138 (12.9%) reported that they do not work downtown and therefore were excluded from the analyses. This resulted in a total of 929 employees. Most respondents worked at City Hall (86.1%), 9.4% worked at the Dr. Martin Luther King, Jr. library, and the remainder (4.5%) indicated another downtown workplace. Here is a summary of findings:

- 73% of employees drove alone to work, 14% took public transit, 7% combined biked or walked, and 5% carpoled;
- 97% of employees had a car, 58% had a bike, and 66% had an Eco Pass;
- The greatest barrier to walking was “It takes too long if I walk”;
- The greatest barrier to biking was “Riding in traffic feels dangerous”;
- The greatest barriers to taking public transit were “It takes too long if I use public transit” and “In an emergency it’s difficult to get home quickly”; and
- The greatest barrier to carpooling was “My schedule does not fit carpools or vanpools.”

Strategy Development

Utilizing outcomes from the barrier and benefit research efforts, strategies and tools were developed to highlight benefits and decrease the barriers to commuting by modes other than driving alone. The scope of this program was limited to behavioral solutions. Planning for infrastructure or services changes were not included; therefore, some barriers could not be addressed. To maximize the probability of success, we highlighted benefits and carefully chose social-science strategies. The most powerful tools were use of **in-person communication** to deliver the program messages, **commitment** to engage in an alternate mode of transportation at least sometimes, and **social diffusion** which leverages employee networks to encourage behavior changes.

Pilot Study

Due to challenges gaining participation from small- and medium-size businesses in the downtown core, the pilot project was created, implemented, and evaluated with downtown City employees only. However, there was one outreach event conducted with Oracle, a large employer. This was a one-time event and no evaluation of behavior change was conducted. A description of the event is provided here.

Oracle Tabling Event

Over the study time period, City representatives contacted Oracle about partnering on an outreach effort to encourage a reduction in drive-alone work trips by their downtown employees. The discussions resulted in a one-time tabling event. VTA (county’s transportation agency), ACERail (regional commuter rail service), and SwiftMile (electric bike company) were invited and participated in the event.

On Thursday, October 26th, 2017, the Smart Moves San José team hosted a tabling session at Oracle’s downtown San Jose office in which Smart Moves biking, public transit, and walking kits were distributed at the event. The event took place at the company’s building in a room adjacent to the main lobby from 11am to 1:30pm.

Here is a summary of outcomes:

- 29 Oracle employees stopped by the Smart Moves table;
- 28 asked for and received a kit;
- 10 people were interested in and requested a Clipper Card (preloaded with a day pass) be added to their kit; and
- 14 out of the 29 employees stated they use their cars to get to work, 3 stated they biked, 2 took public transit, 1 walked, and 10 did not provide complete information.

Despite building-wide email notifications, the tabling session was not as well attended as anticipated. The event posters were not located in prime locations (could not be placed near elevators or main hallway) and the area designated for the event was not in plain view or easily accessible. Attendance by employees was low, therefore no follow-up evaluation was conducted. The materials utilized for the event can be found in Appendix A.

Downtown Employee Pilot Outreach Methods

The City Hall program leveraged in-person communication by City employees called Green Trip Champions or *Champs*. These Champs volunteer their time to promote eco-friendly City transportation initiatives. The volunteers support the citywide Green Trip Challenge implemented each May. The two basic features of the Cycle 2 pilot included:

1. **In-person visits** by Green Trip Champs with employees in their departments to gather data on current mode behaviors, gain commitments to engage in alternate modes of transportation at least some days, and invite employees to take part in Transportation Eco Teams; and
2. Separate **Transportation Eco Team meetings**, facilitated by Green Trip Champs and a City consultant, where employees had the opportunity to identify ways to overcome barriers to biking, carpooling, and taking public transit, as well as support and inspire one another to get to work by means other than driving alone.

Program Elements

To attribute any changes in mode to the outreach strategies, the design included a treatment and control group. By design, the treatment group included all employees working at the main City Hall building downtown. However, time constraints due to work obligations meant that not all employees were contacted in-person by the Green Trip Champs during the treatment period. The control group included employees who worked at a separate site, the Martin Luther King, Jr. library downtown. Details about each element are provided here. Outreach materials can be found in Appendix B.

Letter. Outreach was initiated by a **letter from the City manager** emailed to all employees. The letter outlined the goals of the program legitimizing and providing credibility to the program.

In-person Visits. City Hall employees were visited by Green Trip Champs. These visits served several functions. The Green Trip Champs:

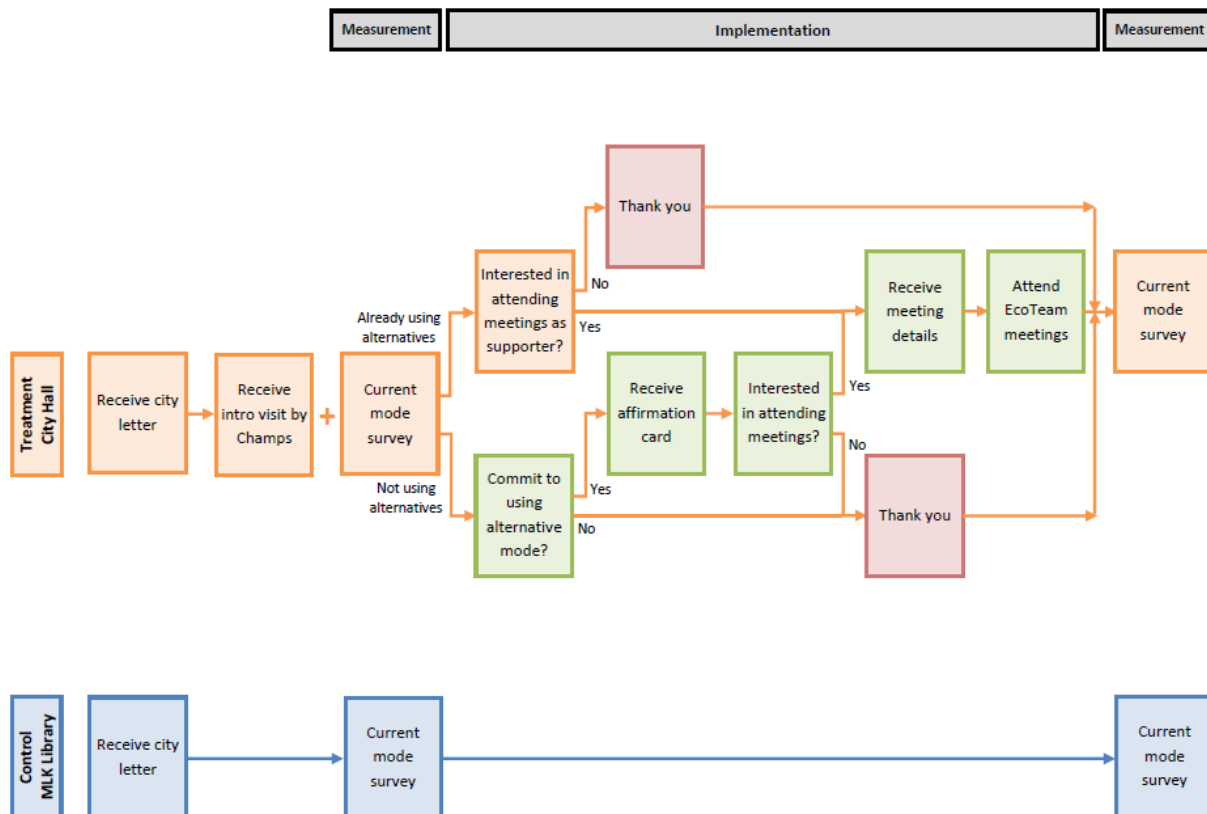
- Communicated program messages verbally and delivered an educational and visually attractive program flyer;

- Collected employee current mode behavior data;
- Asked employees to commit to biking, carpooling, or taking public transit to work at least two times per month (provided the employee with a commitment/affirmation card to display in their workspace); and
- Invited employees to attend a Transportation Eco Team meeting.

Transportation Eco Team Meetings. These meetings were designed to provide employees opportunities to overcome transportation barriers by sharing information, problem solving, and modeling. Through this activity, employees can build or strengthen social networks needed to change transportation mode behaviors. During the in-person visits employees were asked which mode of transportation they were interested in, the region or neighborhood in which they lived, and indicated if they were parents of pre- or school-aged children. The idea was for employees who were facing similar obstacles to come together and find solutions. Email invitations for the Transportation Eco Teams were sent out to employees approximately two weeks after the in-person visit. The groups were facilitated by the Green Trip Champs, as well as a team member from Circlepoint.

Below is a graphic display of the outreach design.

Figure 1. Graphic Display of Outreach Design



Evaluation Results

Sample

Treatment Group. Over a one-month period, from February 20 to March 20, 2018, Green Trip Champs conducted the first in-person visits to City Hall employees. They collected travel-behavior data for 345 of the 1,580 employees who worked at City Hall. For post-treatment data collection, follow-up emails were sent to all 345 participants to collect mode behavior data and 118 complied with the request (collected from April 23 to 27). A total of 47 employees attended the Transportation Eco Team meetings; however, we had time 1 (pre-treatment) and time 2 (post-treatment) data for 31 employees. Those 31 employees were included in the analyses.

Control Group. Over a one-week period, from March 16 to 20, 2018, a Green Trip Champ collected current travel data in-person from employees at the MLK, Jr. library. Out of a total of 225 employees, they collected a total of 67 surveys. Follow-up was conducted one month later (April 23 to 27), and data were collected from 33 employees.

Table 1. Number of Employees who Participated in Each Phase of the Pilot

Group	Data Collection Time 1 (In-Person Visit)	Data Collection Time 2 (Email)	Attended Eco Team Meeting
Treatment	345	118	31
Control	67	33	NA

Mode Behavior

Drive-Along Trips

The goal of the pilot was reducing drive-alone trips. Self-reported mode behavior was used to evaluate changes from time 1 (pre-treatment) to time 2 (post-treatment). As expected, there was no change to drive-alone trip habits for the control group. While there was a small reduction in drive-alone trips for the treatment group, a *t-test* comparing differences between time 1 and time 2 for the treatment and control groups did not detect a significant difference.

The following table displays frequency distributions of self-reported changes in drive-alone trips across the treatment and control groups.

Table 2. Changes from Time 1 to Time 2 for Drive-Along Trips across Treatment and Control Groups

Group	Decreased Drive-Along Trips	No Change in Drive-Along Trips	Increased Drive-Along Trips
Treatment	20%	69%	12%
Control	6%	88%	6%

Note: N=118 treatment, N=31 control.

Attendance at Transportation Eco Team Meetings

Attendance at the transportation Eco Teams was an additional opportunity for employees to increase motivation and reduce barriers to reducing their drive-alone trips. Although a higher percentage of employees who attended the Eco Team meetings reduced their drive-alone trips (26% v. 17%), because of the low number of responses, the difference was suggestive but not statistically significant. A larger sample size may have confirmed a relationship between meeting attendance and a reduction in drive-alone trips from time 1 to time 2.

The following table compares drive-alone behaviors for those who attended and did not attend the meetings.

Table 3. Crosstabulation of Change in Drive-Along Trips by Attendance at Eco Team Meeting

	Attended Eco Team Meeting	Did Not Attend
Decreased Drive-Along Trips	26%	17%
No Change in Drive-Along Trips	71%	68%
Increased Drive-Along Trips	3%	15%

Note: N=118.

Desired Modes of Transportation

Employees were asked if they bike, walk, take public transit, or carpool to get to work. There were some increases in the percentage of employees taking public transit and carpooling from pre- to post; however, the differences cannot be attributed to attendance at the eco-team meetings as there were no differences between those who attended and did not attend.

The table below displays the percentage of employees who reported using each mode in the pre-treatment and post-treatment timeframes.

Table 4. Percentage of Employees Who Participated in Desired Modes Pre- and Post-Treatment

	Biking	Walking	Public Transit	Carpooling
Pre-Treatment	17%	9%	17%	7%
Post-Treatment	15%	12%	29%	15%

Note: N=118.

Transportation Eco Team Meetings

Creating Eco Team meetings where employees can encourage and assist one another to overcome barriers to reduce drive-alone trips was a novel way to bring about behavior change in the transportation sector. Eco teams have been more commonly used in household energy reduction sector. Although no direct relationship was found between attendance in the meetings and behavior change, the utility of these groups to individuals is worth reporting and exploring further.

Meeting Content and Outcomes

There was a total of 13 (thirteen) Eco Team meetings. While attendance at each meeting was lower than anticipated from responses received to the calendar invite, those who attended represented a diverse group of participants. Each Eco Team meeting centered on a topic to connect the participants. These topics included: bicycling, parents of school-aged children, parents of preschool-aged children,

peninsula/Caltrain, Japantown, East Bay, Berryessa/North San Jose, South San Jose, Willow Glen, Santa Cruz, Alum Rock & Evergreen, and West San Jose/West County. One final Eco Team meeting was held on April 19, 2018 to invite all employees to attend, if they were interested and unable to attend a previous meeting. Notes from several of the Eco Team meetings can be found in Appendix C.

At each Eco Team meeting, participants were invited to discuss openly about the barriers and obstacles they faced in their daily commute to work. The open dialogue was a forum that allowed all employees to problem solve, share feedback and resources, and knowledge share about ways they could and would reduce drive-alone trips in their upcoming trips. Overall, participants were thankful for the meetings, Smart Moves initiatives, and were connected to employee benefits. During some of the meetings, issues and barriers were addressed, including how to obtain an Eco Pass, learning about the employee ride-home program, bike share and parking information at City Hall, and connected with others in bike riding or taking public transit together in the future.

Follow-up Survey with Eco Team Meeting Attendees

Approximately three months after implementation of the Eco Team meetings, 45 attendees were sent a follow-up survey to measure the motivational quality and usefulness of meetings to reduce their drive-alone trips. Twenty-six attendees responded to the survey (58%). Due to the small sample size, we report only frequencies and interpret the findings with some caution.

Behavior Change

Eight employees were already using alternate modes of transportation, leaving 18 who could reduce their drive-alone trips. Of those 18, 13 stated they had reduced their drive-alone trips since attending the meetings. Those 13 reported taking a variety of modes – riding a bike, carpooling, taking public transit, and walking. Of the five employees who reported they had not reduced their drive-alone trips, two stated they had taken steps to reduce their trips.

Usefulness of the Meetings

Of the 18 who could reduce their drive-alone trips, most rated the usefulness of the meetings (on a scale of 0 to 10) for providing information to reduce drive-alone trips moderately high (12 gave a rating of between 7 and 10).

Motivation from Meeting Attendance

Of the 18 who could reduce their drive-alone trips, most rated the motivational quality of the meeting (on a scale from 0 to 10) moderately high, as well (14 gave a rating of between 7 and 10).

Pilot Limitations

All research is a balancing act between ideal processes and techniques, and practical considerations. This pilot project was no exception. The following are issues that arose and were addressed during the planning, implementation, and evaluation of this pilot project.

The initial plan was to include all employees who work in the City Hall building in the pilot project. However, the number of available Green Trip Champs coupled with their job responsibilities and the time estimate for conducting the outreach meant we could only reach a fraction of the employees. To address this issue, we did give some thought to sampling by directing the outreach only to employees in specific departments or floors of City Hall, but the visible nature of the outreach meant that was not a viable option. As a result, we reached only those employees who were in departments that had a Green Trip Champ.

Ideally, evaluation measurements include direct observation of the desired behaviors. While this was the initial plan, without including all City Hall employees in the outreach, any changes in garage pass use would have been difficult to detect. Therefore, we used self-reported data.

Due to time constraints, the time 1 (pre-treatment) and time 2 (post-treatment) measures were not collected using the same methods. Time 1 data were collected in-person by the Green Trip Champs and time 2 data were collected via email. The email was from a City transportation department employee and had an imbedded table asking current mode choices using the same language as was used in time 1. Changing data collection methods can increase the likelihood of sampling and data quality issues. Most notably in this pilot, we experienced a lower sample size in time 2 than time 1, as well as data quality problems. Therefore, the analyses included only 118 of the 345 who received the outreach in time 1.

Conclusions and Recommendations

In addition to the barrier and benefit research conducted to guide strategy development, the Cycle 2 outreach and evaluation activities included face-to-face opportunities to gather data directly from the target audience. These opportunities illuminated the common barriers faced by employees as they consider reducing their drive-alone commute trips. Overall, City Hall employees are easy to reach and open to changing their transportation habits. Utilizing the information from the outreach (in-person visits and Eco Team meetings) and the evaluation survey, we make the following recommendations.

Utilize Social Diffusion in Future Program Elements

The Eco Team meetings leveraged one-on-one communication and social diffusion to encourage behavior change – two powerful social science tools. (Social diffusion is a process by which a few early adopters to a behavior can influence others in their social circles to adopt the behavior.) Although the number of employees reached through participation in the Eco Team meetings was fewer than hoped for, the follow-up survey with participants revealed most placed a high value on meeting attendance and resulted in (self-reported) behavior changes. Conducting the outreach on a grander scale would allow for more precise measurement of the relationship between the outreach and behavior changes.

Utilize Social Norms Messages

Provide greater motivation to attend Eco Team meetings by promoting positive outcomes from the pilot. Utilize testimonials from employees who attended the Eco Team meetings and were successful in reducing their drive-alone trips.

Time Outreach to Seasonal and Life Changes

Conduct outreach in late spring as the days get longer and the milder weather permits more outdoor commute options and again during the fall when parent/child schedules are rearranged. Mode-shift behaviors are challenging to change as they are sensitive to seasonal weather, work- and family-life schedules. Therefore, it is reasonable for the program protocol to include ongoing reminders and opportunities for employees to reassess their ability to reduce drive-alone trips. (Outcomes from Cycle 1 showed changes across all pilot groups, including the control group. We concluded that the changes were likely seasonal.)

Work with the human resources department to provide outreach materials to new employees and those who have recently moved. Our mode choices are often constrained by availability of services and local infrastructure. Employees may be moving closer to work or to an area with greater opportunities to reduce their drive-alone trips.

Future Implementation - Measure Observed Behavior and Reach Everyone

Implementation of a drive-alone trip reduction program takes a fair amount of resources, especially when in-person is the preferred outreach method. To use garage pass data to evaluate behavior changes, the pilot needed to be implemented with all employees who utilized the parking garage. Lack of human resources for implementation of this pilot meant we could not reach all employees at the City Hall site and had to rely on self-reported behavior changes for evaluation. Therefore, we recommend a modified implementation method along with ongoing evaluation.

A *phased* implementation method would alleviate the demand for human resources and allow for ongoing evaluation (garage pass data) of program effectiveness. For this program, phased implementation would be accomplished by dividing employees into manageable outreach groups. That is, groups that are small enough that Green Trip Champs can deliver the program messages and materials to each person and conduct the necessary Eco Team meetings before moving to the next group. Outreach implementation and evaluation would entail: (1) collecting baseline (pre-implementation) garage pass data; and (2) conduct outreach with group 1, 2, 3, and continue to collect garage pass data. Analyze data, marking implementation dates to look for changes in garage pass use. Ongoing assessment of the data can assist with decisions about program methods, materials, and resources, as well as measure behavior retention and seasonal changes.

Appendix A: Oracle Outreach Materials

Flyer



FORGET STRESSFUL TRAFFIC JAMS AND BUSY PARKING LOTS.

Smart Moves San José is a program that encourages those who live and work in the City to decrease their drive-alone trips and increase the trips they take by walking, biking, using transit and carpooling.

Getting out of our cars improves our health, our community, and our environment!

"I like taking the train for the joy of not having to deal with traffic and the ability to get some work done."
Joe Gray, City of San José, Finance Department
Rides Amtrak's Capital Corridor train to work every day.

"Walking to work gives me the opportunity to stay active, take different routes, and see the community in a different way."
Bree von Faith, San José Downtown Association
Walks to work most days.

"It's easier and quicker to ride my bike to work than to drive and park a car. No traffic, no parking fees and I get fresh air, exercise and a chance to interact with the community"
Danielle Ratliff, San José Downtown Association
Bikes to work every day.

"Carpooling gives me time to catch up with friends and family or just sit back and relax."
Anju Whig, City of San José, Environmental Services Department
Carpools or takes transit to work every day.

Make sure to visit our webpage at www.smartmovessanjose.org for more information about how to get where you want to go more sustainably.

SMART MOVES SAN JOSÉ. WE'RE ON THIS RIDE TOGETHER.





SMART MOVES SAN JOSÉ

**RIDING TOGETHER FOR A
BETTER FUTURE**

**Thursday,
October 26th**

**11:00am -
1:30pm**

Join us to get a free **Smart Moves** kit and learn more about biking, carpooling, and public transit options in the region.

WHAT IS YOUR SMART MOVE?

Smart Moves San José is organized by the City of San José and local partners to encourage residents to increase the trips they take by walking, biking, carpooling, and public transit.

SMART MOVES SAN JOSÉ. WE'RE ON THIS RIDE TOGETHER.



Event Poster #2



COMMUTERS AND CURIOUS FOLK,
MARK YOUR CALENDARS!

SMART MOVES SAN JOSÉ.
RIDING TOGETHER FOR A BETTER FUTURE

THURSDAY, OCTOBER 26TH
11:00AM - 1:30PM

Oracle is partnering up with the City of San José and transportation agencies to share information and alternative transportation resources with everyone in our office.

Join us to get a free Smart Moves kit and learn more about biking, carpooling, and public transit alternatives in the region.

We look forward to seeing you there!

Ambassadors of the following organizations will be in attendance:

Capitol Corridor -

<https://www.capitolcorridor.org/>

VTA - <http://www.vta.org/>

AceRail - <https://www.acerail.com/>

This event is sponsored by the City of San José



Smart Moves San José is a program that encourages San José commuters and residents to increase the trips they take by walking, biking, carpooling, and public transit. With this new program, the City of San José aims to reduce barriers to and enhance benefits of using environmentally-friendly and health-improving means of travel. For more information, visit smartmovessanjose.org

SMART MOVES SAN JOSÉ. WE'RE ON THIS RIDE TOGETHER.

Appendix B: City Hall Outreach Materials

Visit 1 Outreach Script and Tracking Survey

Name:		Dept:		
How do you typically commute to work? (How many days per week do you use the following modes?)				
Drive alone	Bike	Walk	Public Transit	Carpool
# _____	# _____	# _____	# _____	# _____
Are you open to taking public transit, biking, or carpooling rather than driving alone? It could be just a couple of times per month.			<input type="checkbox"/> Yes <input type="checkbox"/> No	IF NO, THANK THEM AND MOVE ON
[IF YES] Here is a pledge card – would you mind posting it in your cube?				
Next month we will be hosting a series of meetings over the lunch hour on different topics where employees can work together to overcome their common transportation obstacles. Lunch will be provided. Here is a list of proposed topics. [SHOW HALFSHEET] Do any of them interest you?				
Geographic/Regional				
<input type="checkbox"/> San José Neighborhood? _____		<input type="checkbox"/> Peninsula/Caltrain Corridor (San Francisco to Santa Clara along 101/Caltrain)		
<input type="checkbox"/> East Bay (Union City, Fremont, Milipitas)		<input type="checkbox"/> Santa Cruz County		
<input type="checkbox"/> East Bay (North)		<input type="checkbox"/> South Santa Clara County (also Monterey, San Benito, Merced Counties)		
<input type="checkbox"/> Central Valley/Tri-Valley				
Topics				
<input type="checkbox"/> Parents of pre-school children		<input type="checkbox"/> Parents of school-aged children		
<input type="checkbox"/> Biking		<input type="checkbox"/> Walking		
<input type="checkbox"/> Public Transit		<input type="checkbox"/> Carpooling		
Is there a topic not listed that would interest you?				

Eco Team Meeting Agenda

Facilitator

1: Introductions: Name and department

2: Define team purpose: Our overall goal is to reduce drive-alone trips in San Jose. To accomplish this, we have created these meetings for problem-solving, as well as supporting, and inspiring one another.

Facilitator

3: What do you want to do? What is your ***overall transportation goal?***

- Why do you want to take another mode of transportation besides your car? What are the positive aspects for you?
- What makes it difficult to make changes?

4: What are our ideas for helping each other overcome the difficulties / barriers?

- What are the smaller steps needed to reach our goals?

Facilitator

5: What step can you take in the next week?

- What can you do on your own?
- What do you need help with?

Facilitator

6: What do we need another meeting?

- What do we want to cover in the next meeting?

7: Announce time and place:



FORGET STRESSFUL TRAFFIC JAMS

Smart Moves San José is a program that encourages those who live and work in the City to decrease their drive-alone trips and increase the trips they take by walking, biking, using transit and carpooling.

Getting out of our cars improves our health, our community, and our environment!

"I like taking the train for the joy of not having to deal with traffic and the ability to get some work done."

Joe Gray, City of San José, Finance Department
Rides Amtrak's Capital Corridor train to work

"I like the idea of improving myself by exercising...I found I felt better when I ride my bike."

Peter Testa, City of San José,
Public Works Department
Bikes to work

"It's me time. I get to read a book. So now I'm really unhappy when I have to drive to work. It really bums me out."

Andrea Case, City of San José, Public Works
Takes light rail to work from her daughter's school

"Carpooling gives me time to catch up with friends and family or just sit back and relax."

Anju Whig, City of San José,
Environmental Services Department
Carpools or takes transit to work

Make sure to visit our webpage at www.smartmovessanjose.org for more information about how to get where you want to go more sustainably.

SMART MOVES SAN JOSÉ. WE'RE ON THIS RIDE TOGETHER.



Flyer Back



As part of implementing Smart Moves for City Hall employees, the City's Green Trip Champions will be reaching out to employees in every department to share information and encourage staff to commit to reduce drive-alone trips by walking, biking, carpooling, and taking transit more.

The City will also be organizing small groups (transportation eco teams) to help employees address their commuting challenges. The teams will meet a few times over the next month or two during the lunch hour. This is an opportunity for employees to work together to decrease drive-alone trips, and boost their standing in the annual May Green Trip Challenge. If you want to learn more about how to successfully reduce your drive-alone trips, please reach out to your Champion at the contact information below. Join us!

Champion Contact: _____

City Contact: Laura Stuchinsky, 408-975-3226,
laura.stuchinsky@sanjoseca.gov

Being active on the way to work is an easy way to squeeze exercise into your day!

People who walk or bike to work are **20-40% less likely to have heart-related health concerns.**

Make sure to visit our webpage at www.smartmovessanjose.org for more information about how to get where you want to go more sustainably.

SMART MOVES SAN JOSÉ. WE'RE ON THIS RIDE TOGETHER.



Commitment Card

If all San José drivers
chose a Smart Move just
twice a month,

108,000 cars

(10% of all commuters)
would be taken off the road!



Can we count on you
to make Smart Moves
in San José?

Please fill out this card and post
it in your cube or office as a
reminder of your commitment.



Name

I commit to...



Walking _____ times per month



Biking _____ times per month



Taking Public Transit _____ times per month



Appendix C: Eco Team Meeting Notes

#1: CH Alum Rock & Evergreen - transportation lunch group

Total number of attendees: 2

Notes:

S: has been an avid biker for a few years, has taken a small break because he has to drop off his daughter at her high school, plans to resume biking once she can start driving. His motivation stems from health reasons, also part of Viva Calle San Jose planning team.

B: has not considered public transit or biking because she has to visit other sites (about once a week). Her schedule is a bit irregular as she sometimes leaves work after 10pm (will work out after work, and other times, works late).

M: has attended previous Eco Team meetings, lives in Evergreen, takes the buss (522) occasional from Eastridge Transit Center (where his wife will drop him off or he will park his car). He loves taking the bus because he finds that the travel time is faster than car and more enjoyable

From today's great discussion, it sounds like both employees are interested in taking public transit more. While they not as open to bike riding, it sounds like both are open to carpooling and taking VTA bus to and from work. The obstacles faced include: getting to Eastridge Transit Center, irregular schedules, having to run errands after work which require a car, and using their personal vehicle for work.

Follow up:

Get B her new smart/eco pass

Share City organized events

Share Viva Calle information once it's announced

Share the transit mobile app (for trip planning and VTA bus schedules)

#2 CH Japantown commutes - transportation lunch group

Total number of attendees: 5

Notes:

C: floor champion, advanced bike rider, cares about bike safety, great resource

P: avid bike rider (40-50 miles a week), concerned about lighting and streets

S: bikes leisurely, wants to walk, carpools via car, has a baby

D: carpools with S, walks home after work

M: recently purchased a bike, bikes 1x a week, interested in different commute paths.

In general, the group's top three obstacles faced in changing their work to home commute trip are: 1) weather, 2) time, and 3) safety. There was a lively discussion about what challenges are faced in their day to day commute and what issues they are facing.

Themes discussed:

Time: We discussed how travel time affects travel decisions. Japantown, being close in proximity to City Hall, supports walking, biking and taking public transit. However, as a new mom, S would rather spend an extra 10 minutes sleeping than riding her bike to work. The value of time and how it affects our travel decisions was weighted in how one approached their work commute.

Safety: This was a discussion focused around personal safety as well as the safety of one's belongings. The current bike riders found that some streets were dark (ex: 6th) but were more ideal for biking because the traffic lights on adjacent streets adds to the travel time. Street conditions (potholes, cracks) as well as car traffic also influenced how routes to work were chosen. The bike owners (C, P, M) were also concerned about the safety of their bikes—citing the need for sturdy bike locks, carrying their bikes up to their apartment or storing their bikes in trusted and monitored areas.

Changing routine: It was important to acknowledge that adopting change takes time. The weather, home/personal life, and other factors constantly change and affect one's daily commute. The unplanned factors that were discussed as obstacles included: planning ahead to carry clothes/food/etc. while riding a bike, having another transit option available for errands and emergencies, encountering bike issues (flat tire), having a flexible work schedule, finding a car/bike pool that had a similar schedule, and financial impacts (renting a bike via Ford GoBike/Lime or purchasing one).

Interested in:

Employee benefits for purchasing bikes (i.e., are employees able to use transit benefits?).

Bike etiquette (can bikes be stored upstairs in cubicles).

D stated that they would be interested in expanding their current carpool to include another city hall employee that expressed interest.

#3 CH South San Jose commutes - transportation lunch group

Total number of attendees: 5

Notes:

L: drives to work, closest bus stop is 1 mile from house, closest LRT stop is 3 miles from house

P: lives near Coleman/Meridian, currently drives to work, concerned with drive time but is open to taking bus/light rail.

K: lives near Spartan/Keyes (2 miles from CH), currently drives, would like to bike to work 1x a week

T: lives in Santa Teresa, takes light rail 4x a week and WFH 1x a week, is a light rail champion, started taking light rail ~8 months ago, parent.

Kh: used to live in SF and was accustomed to not having a car, now carpools with his wife (SJSU student) but his commute will change soon so he will be unable to carpool.

In general, the group's top three obstacles faced in changing their work to home commute trip are: 1) time, 2) safety, and 3) public transit frequency/reliability and station location. There was a lively discussion about what challenges are faced in their day to day commute and what issues they are facing.

Themes discussed:

Time: This was discussed briefly as time was a factor in choosing their commute mode. While T takes the light rail and loves how light rail is free for city employees, it also allows her to work during her commute. On the other hand, Lisa and Peggy battle with finding the best route via their cars to avoid traffic as best as possible. There was also a desire to connect with carpool/transit buddies who are on a similar schedule.

Safety: Safety traveling to public transit (specifically light rail) and in downtown was mentioned a few times. While Groundwerx was offered as a resource, there was a desire to find a way to decrease scary encounters with unsavory characters that tend to hang around in downtown San Jose, especially along paths near public transit.

Public Transit: We had an honest and open discussion about VTA (light rail and bus) which included: functionality and confusion using their website or reading their schedules, inaccuracy of the LRT platform signs displaying trains arrival times, frequency (the pm commute schedule is not always consistent), train delays not being communicated (reliability), and location of bus and light rail stops that are not convenient.

Other modes of transit: The group was interested in lime bikes and roller skating to the light rail station.

Follow up:

Share the VTA app to report suspicious behavior/activities while on light rail or at the stations.

#4 CH West SJ/West County- transportation lunch group

Total number of attendees: 5

Notes:

R: Is currently trying to juggle work commute with daycare drop off for her 8A-5P work schedule. While she's not concerned with amount of time it takes to travel, she is looking for viable transit options to fit her needs.

H: Lives in Santa Clara and currently drives to work. She's interested in carpooling, public transit and Lyft to reduce her drive alone trips.

Al: Currently lives in Campbell and would like to take transit. She finds that transit takes 1 hour and in car, 25-minutes. She's concerned about safety during the darker months (Winter) and walking to and from the light rail station. She also notes that the light rail park and ride lots tend to fill up by 7:30am.

Ar: Is unable to bike due to hearing loss but would like to find a carpool buddy. Her roommate also works at City Hall, but they are unable to sync up schedules. She is not within walking distance to LRT and would like public transit to be more comparable (time wise) to driving.

L: Looking for a regular carpool buddy, lives in Los Altos, and not comfortable with biking. While she could take transit (522 from Mountain View), she finds that it adds too much time.

From today's great discussion, it sounds like the group is generally less open to biking and more open to the idea of taking public transit with others and/or carpooling (finding a casual carpooler via car or walking to light rail together).

There was a positive buzz when discussing a free and safer version of Scoop—connecting vetted downtown employees together to ride-share/carpool, and to support one another in taking public transit (safety in numbers).

Follow up:

Share Transit mobile app (for trip planning and VTA bus schedules).

#5 Last Chance transportation lunch group

Total number of attendees: 14

Notes:

M: drives to work most of the time, takes the bus when he can and does not have errands after work, attended a previous Eco Team meeting

J: has been driving alone for the past 2.5 years because of his daughter, lives 0.5 mi from Chynoweth LRT station, used to bike and likes to bike (to LRT) when possible

R: drives car alone, wants to use LRT and likes the bike challenge but finds that routes are unsafe (has had 3 flat tires for his bike)

D: lives in Fremont, takes the 181 Express four times a week

T: carpools every day, rents a bike when she works late

A: loves public transit now that she's figured it out, she drops off her daughter at daycare and then parks at the LRT station 1-1.5 miles from the daycare center

L: lives in Santa Clara, drives every day, does not feel safe biking, would like to carpool (pending schedule) and feels that other transit options take too much time

D: currently bikes five times a week and takes the LRT often

C: recently moved to Fremont, is interested in taking the bus

A: lives in Japantown and rides his bike most days, is interested in taking the bus but there isn't a line that works for his commute

M: lives in Fremont and takes the 181 express, concerned and interested in other option after the 181 Express ends (when Berryessa BART opens) to get from home to the Fremont BART station (which is further and more expensive for him)

B: Lives in Oakland and takes the Capitol Corridor train to work

J: bikes and takes Caltrain, bike advocate

We had a big group in attendance today and the discussion was lively. It was great that we were able to share the City of San Jose employee resources (emergency ride home). There's a lot of interest in taking public transit (VTA light rail and bus), biking (especially now that the weather is nicer) and finding others to carpool with (from Fremont, Santa Clara, and so on).

The concerns and obstacles that were highlighted in today's discussion include: 1) bike safety (routes and corridors tend to have construction and debris), 2) the need for bike lockers to use overnight (to store items and to have a place to change before/after work), and 3) the need for transit options for those who currently take the 181 Express bus (which will change once Berryessa BART is in service).

Follow up:

Share phone number to request site-specific street sweeping (John Brazil to forward).

Share SVBC's route scouts information.

Follow up on the commuter intranet board/discussion.