



BWC Newsletter

January/February 2015

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Changing Transportation Behaviors: A Social Marketing Planning Guide

As a TDM professional, you may find this resource helpful in providing practical steps on how to motivate transportation choices that encourage less drive-alone mode using a community-based social marketing (CBSM) approach. According to the guide, the five critical elements of CBSM are:

1. Selecting the travel options and behaviors on which you will focus
2. Identifying the related barriers and benefits
3. Developing and piloting a program to overcome these barriers and to promote these benefits
4. Implementing the program across a community
5. Monitoring, evaluating and improving the effectiveness of the program on an ongoing basis

The guide offers the following eight-step planning process:

1. Form a Planning Team
2. Determine the Focus, Behaviors and Audiences
3. Gather Information
4. Set Objectives
5. Develop the Strategy
6. Establish Partnerships
7. Pre-Test and Pilot Test
8. Implement and Improve Continuously

Source
Kassirer, J. & Lagarde, F. (2010). [Changing transportation behaviors - A social marketing planning guide](#). Ottawa

It's time for change!

We have changed the look of the newsletter. Do you think we should change the name of the newsletter? What will the new name be? Email your suggestions [here](#)

Ask TEAM BWC

What webinar topics would interest you in 2015

1. Performance measurement for employer-based TDM programs
2. Use of social media to boost commuter participation
3. Successful practices from peer employers
4. Presenting TDM and BWC to upper management
5. Other topics - you tell us!

Please email your vote and/or your ideas for topics at info@bestworkplaces.org

Got questions? [Ask Team BWC](#)

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FEATURED EVENT

The 2014 Race to Excellence Virtual Award Ceremony

January 29, 2015 at 3:00 pm EST.

Click here to add [to your calendar!](#)

(Canada): Transport Canada.

New BWC Members and Renewals

New BWC Members

- Alzheimer's Association National Capital Area Chapter, VA
- Chittenden County Regional Planning Commission (CATMA), Winooski, VT
- City of Burlington, Burlington, VT
- Innovative Workflow Engineering Inc., McLean, VA
- Interstate Moving | Relocation | Logistics, Springfield, VA
- Navy Federal Credit Union, Vienna, VA
- Northrop Grumman Information Systems, McLean, VA
- Orlando Senior Health Network, Orlando, FL
- Red Hat, Inc., Raleigh, NC
- Russ Reid, Fairfax, VA
- Space Coast Area Transit, Cocoa, FL
- UNC Healthcare, Chapel Hill, NC
- Volume Integration, Inc., Reston, VA
- Washington University in St. Louis, MO
- XLA, Inc., Vienna, VA

Renewing BWC Members

- City of Henderson, NV
- IBM - Armonk, NY 1
- IBM - Armonk, NY 2
- IBM - Armonk, NY 3
- IBM - Atlanta, GA
- IBM - Austin, TX
- IBM - Boca Raton, FL
- IBM - Boulder CO
- IBM - Burlington, VT
- IBM - Chicago, IL
- IBM - Dubuque, IA
- IBM - Oakbrook Terrace, IL
- IBM - Palisades, NY
- IBM - Piscataway, NJ
- IBM - Poughkeepsie, NY
- IBM - Research Triangle Park, NC
- IBM - San Jose, CA - Almaden
- IBM - San Jose, CA - Silicon Valley
- IBM - Schaumburg, IL
- IBM - Somers, NY
- IBM - Southfield, MI
- IBM - Tucson, AZ
- IBM - White Plains, NY
- Tindale Oliver, Tampa, FL
- University of Florida, FL

Renewing BWC Best SITES

- Hacienda, Pleasanton, CA



Guest speaker: Diane Hanson, Project Manager for Club Ride Commuter Services at the Regional Transportation Commission of Southern Nevada (RTC), and a certified project management professional for URS/AECOM. Ms. Hanson brings more than 16 years of experience in sales, marketing and project management with Ricoh, Canon, and as owner of a luxury day spa in New York City. She holds two Bachelor of Arts degrees in International Studies and Spanish from Pepperdine University and a Master of Business Administration from the University of Denver.

Through a team of Outreach Coordinators, Club Ride partners with over 280 Clark County employers and higher education institutions to register more than 5,000 new commuters a year to the program. Club Ride provides a free, turnkey solution to partners by helping them with their environmental initiatives while also meeting the commuting needs of employees. Members choose alternative forms of commuting such as carpooling, riding transit, cycling, walking and riding a motorcycle. Commuters report their "green commute" each day and Club Ride calculates miles and money saved by commuters as well as the amount of pollutants reduced in the environment. The program is designed to bring Clark County air pollution levels down as well as reduce traffic congestion during peak commuting times.

As a former New Yorker who took advantage of a world-class transit system, Ms. Hanson is passionate about commuting and transforming Clark County into a "Green Commuting" mecca.

[Join the meeting.](#)

Audio Information

- Computer Audio (Recommended): To use computer audio, you need speakers and microphone, or a headset.
- Telephone conferencing: Choose one of the following:
 - Start Live Meeting client, and then in Voice & Video pane under Join Audio options, click Call Me. The conferencing service will call you at the number you specify. (Recommended)
 - Use the information below to connect:
 - Toll-free: +1 (800) 995-5631
 - Participant code: 1891

To save time before the meeting, check your system to make sure it is ready to use Microsoft Office Live Meeting.

<http://go.microsoft.com/fwlink/?LinkId=90703>

Unable to join the meeting? Follow these steps:

1. Copy this address and paste it into your web browser:
<https://www.livemeeting.com/cc/cutr/join>
2. Copy and paste the required information:
Meeting ID: 2014 Race
Entry Code: 2014R2E
Location: <https://www.livemeeting.com/cc/cutr>