

Georgia Commute Options

The Path Forward



GEORGIA**COMMUTE**OPTIONS

Setting the Stage

Georgia Commute Options has an opportunity. An opportunity to disrupt the status quo conversations about traffic and commuting. To leverage life moments and regional events to insert solutions. To use our voice – and the voices of others – to increase awareness, spur action, and change behavior.

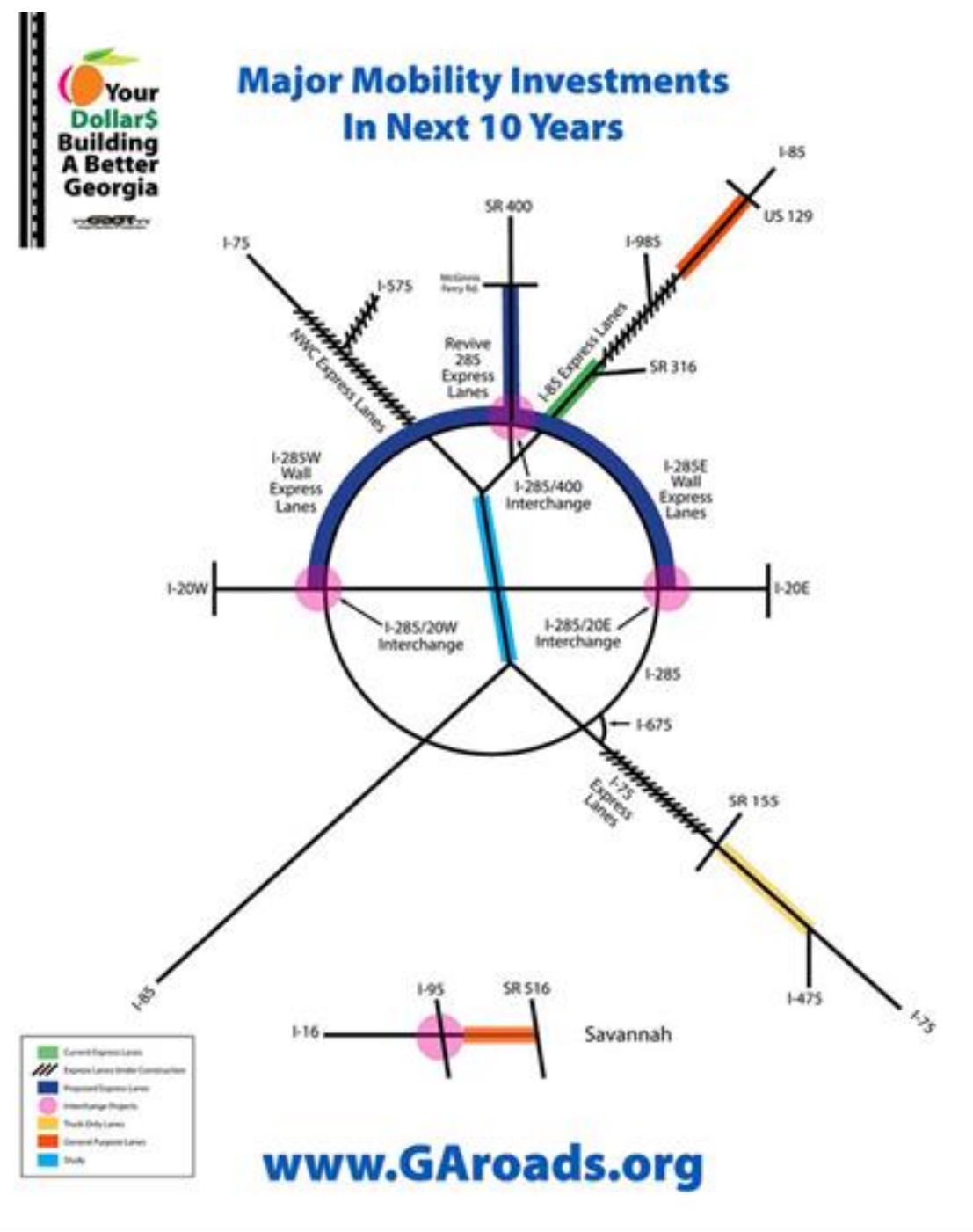
To do this effectively, we must understand the motivations and the barriers of our target audiences; the strengths and the weaknesses of our messaging. So we start with research.



The landscape...

8 MILLION BY 2040

**\$11 BILLION FOR 11 PROJECTS IN
10 YEARS (MMIP)**



70% - 80% of motorists drive alone
in the Atlanta Metro Area

Sources: Atlanta Region's Plan, GARoads.org, Census Bureau's 2013 American Community Survey.

influence

per-sua-sion

per-cep-tion

BEHAVIOR CHANGE



Key influence levers

Individual: ability / confidence, attitudes, beliefs / values, and emotions

Social: social norms, self-concept of social position/roles

Habits: automatic behaviors done with little conscious thought.

Environmental: External conditions enabling or hindering behaviors

Source: Summary of Relevant Advances in Behavior Change, 2016



**Commuting is beyond habitual...
beyond consciousness**

**18-224 days to
make a new
behavior an
ingrained habit**

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WONDER

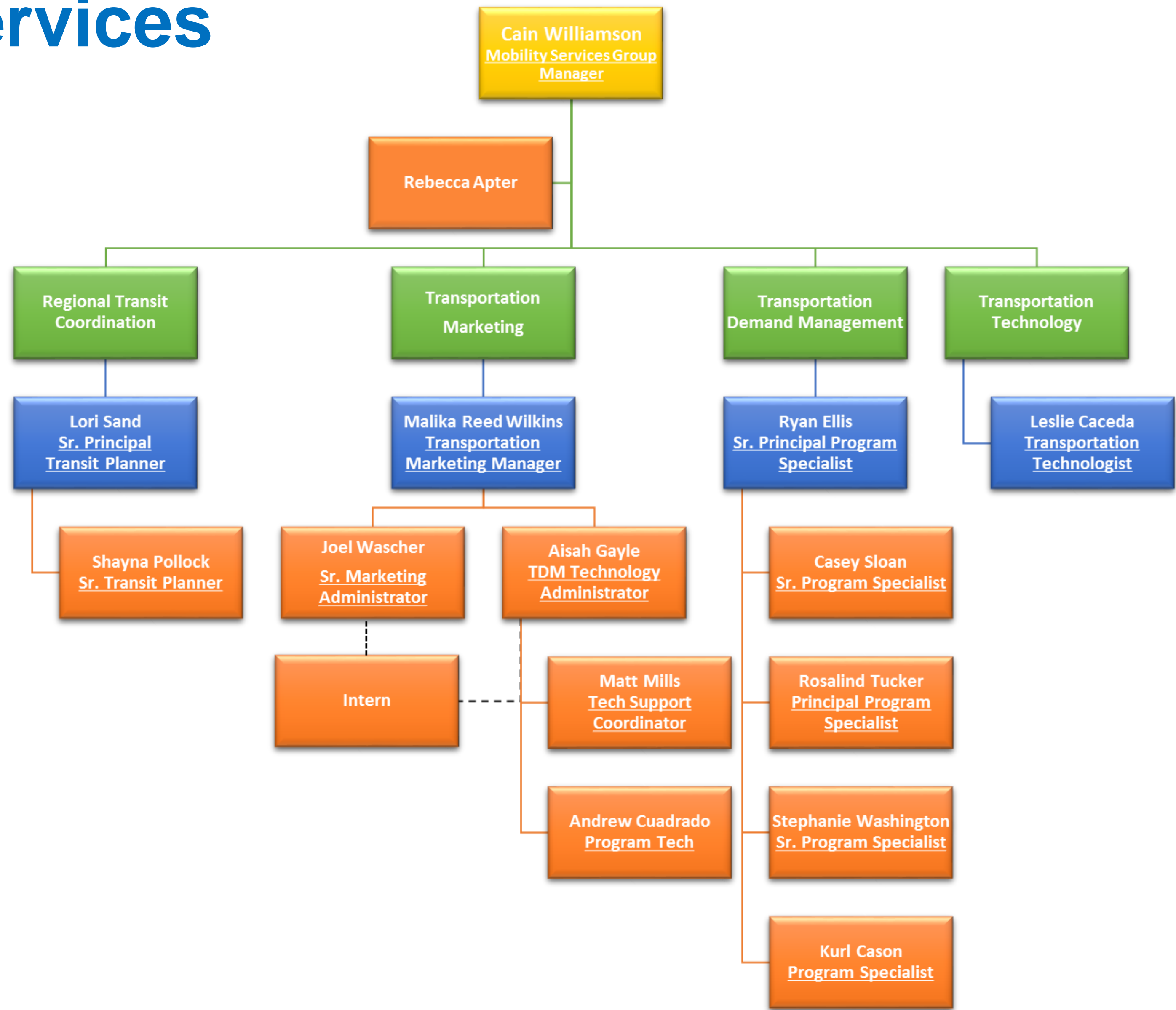
Creating “Wonder” with GCO



“Awareness” alone does not lead to behavior change

- Our goal: Get commuters to change their travel behavior, believe it and stick to it.
- Create and launch an integrated marketing and communications plan that inspires a call-to-action for SOV drivers to try a new travel option.
- Foster a culture where transportation demand management is a part of greater discussion of traffic mitigation.

Mobility Services ARC Staff



GCO Marketing Consultant Team



ATLANTA REGIONAL COMMISSION

Malika Reed Wilkins, PhD

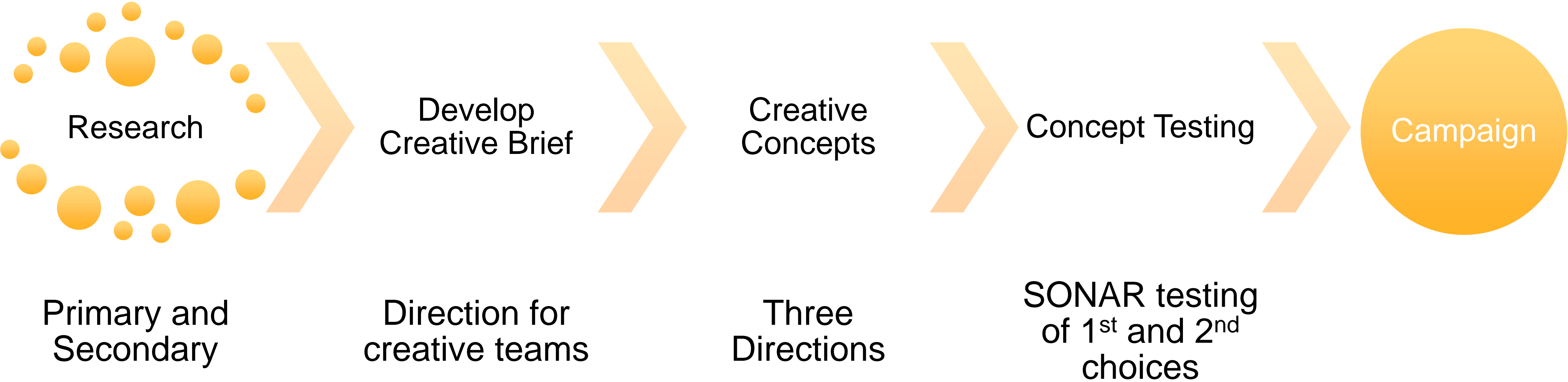


Marketing To Leverage this Time

We've set a course to drive behavior change, first by recognizing that metro Atlantans **feel** an emotional connection to our desired behaviors; then encouraging them to **think** about the actions they can take, and how to take them; and ultimately spurring them to **do** the behaviors that increase use of commute alternatives, and maintain these behaviors over the long term.

Feel	Think	Do
The stress of getting to and from work casts a shadow on my day before I get out the door. It would be great if I didn't have to think about my commute experience. There has to be a better way.	If I just take a few minutes to plan, I can save money and my commute would be so much more enjoyable. I am taking charge.	Make a plan. Try something different for my commute.

Informing Our Creative Process



Primary Research Approach and Methodology

Georgia Commute Options undertook three-tiered research methodology to uncover insights to fuel our communications strategy. The research approach includes:

- **Qualitative** (July 2017):
 1. Focus Groups: Four (4) 90-minute sessions with 32 total commuters, recruited for both those in the program and those not; urban and suburban. Designed to explore message themes and program perceptions
 2. Program Stakeholder Interviews: Seven (7) individual/paired one-hour interviews, to explore messaging strategies and program priorities, challenges and opportunities
- **Quantitative** (August 2017):
 3. Panel survey: 1,000+ person sample for creative testing of two campaign concepts; commuter and employer audiences.



Overview: Focus Groups

Goal: Glean insights into broad messaging themes, via creative stimuli (mood boards) from consumers, to discern message boundaries and tonality - to feed into the development of the initial campaign concepts. Three broad themes were explored, along with some exploration of a sample campaign concept:

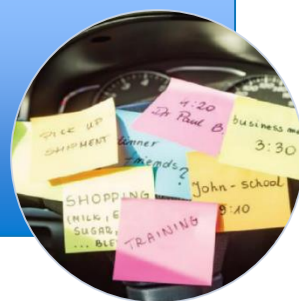
• I can't take another 45-minute commute. It's only 7 miles. And I spend so much money on gas, just idling. No one's paying attention when the traffic lights change because they're all looking at their phones. By the time I get to work every day, my back hurts, my legs hurt, and I'm grumpy and exhausted. It seems that no matter what I do, I'm always just barely inching along. Because this is Atlanta. The parking lot of the southeast. I just can't keep doing this.

Frustration



• I've wasted so much time sitting in traffic. Time I could have spent doing things I enjoy. Instead, I'm just sitting in my car waiting to go another few feet. I need to take my life back. This is ridiculous. If I had another way to get around, I'd have more time to myself. Time to relax, time to spend with friends and family. And everyone around me is doing the same thing, alone in their cars, where life is the only thing that passes us by.

Wasted Time



• I'm taking control of my day and my peace of mind by using different ways to commute. I don't have to be stuck in gridlock traffic during rush hour, so I choose not to be. I'm in control of my environment and how I spend my time. When I arrive to where I'm going, I'm not stressed out or angry. I have 'me time' that I never had before and it's made all the difference. I've taken back my commute time.

Feeling In Control



• Every day millions of people in Georgia get up, get out and get stuck. Really stuck. They feel like they just can't. They say that they just can't. They know that they just can't. But they just keep doing. We're here to tell them that if they just can't, then just don't. Because there are options for getting back to work. Like carpooling, taking a bus, biking, riding a train or working from home. Those who want to endure the stresses of driving will continue their plight, but the rest of us will be rewarded with peace of mind because we just can't. So we won't.

Just Can't



Program Stakeholder Interviews

Goal: Gain deeper insights on program challenges, barriers and opportunities from a cross-section of individuals who have a stake in the success of TDM programs and services, to draw insights for campaign approach and messaging architecture. In addition, we looked to gather communications-related insights on specific programs and services to ensure marketing communications best supports regional needs of the TDM community.

Interviews were conducted with representatives from:



TMA Workshop:

- Communications channel use and effectiveness
- GCO program effectiveness
- Lessons learned from past year's campaigns; and
- How GCO marketing/programs can best support them and drive success.



Secondary Research Review

The agencies also conducted an extensive review of ATL regional and other relevant third-party sources, including:

Quantitative

- GDOT – 2014 Regional Commuter Survey and past surveys conducted on behalf of program
- SONAR – Primary panel survey convened by marketing team to inform RFP process

Academic/Government

- Bureau of Labor Statistics – 2016 American Time Use Survey
- University of Michigan Transportation Research Institute – Study of commuter behavior after removal of ride sharing programs
- Texas Transportation Institute: Annual Mobility Scorecard

Industry Analysts

- Forrester Research – multiple reports, including trends analysis of changing patterns in commuting behaviors
- Boston Consulting Group – Study on new mobility trends

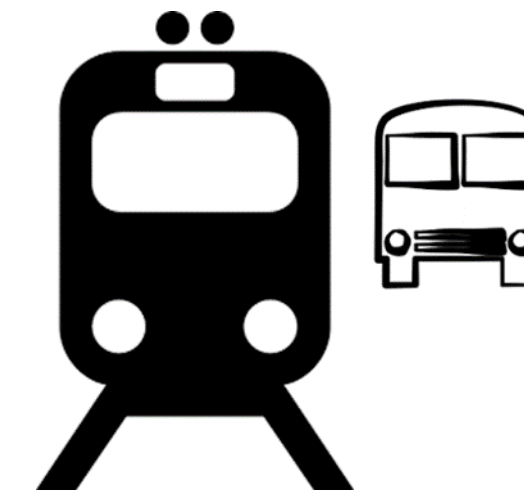
Articles

- Wall Street Journal – *The End of Car Ownership*, June 20, 2017
- Medium.com – *Carmeggedon is Coming*, June 14, 2017



Secondary Research: Key Takeaways

1. While gas price has historically been the primary driver for commute alternative adoption, there are new/other forces causing commuters to reevaluate their options:
 - Widespread adoption of ride-source programs like Lyft and Uber among millennials has expanded across all age groups, changing the fundamental view of SOV use
 - Extensive media coverage of transportation innovations is driving broader discussions about commuting, transportation challenges and regional impacts
2. Transit and teleworking (or “working from home”) increasing
3. Employers, urban planners and even auto makers are no longer waiting for change before taking action.
 - Large scale efforts are being deployed to assess how shifting transportation patterns will affect growth, staffing and commuter expectations



The Creative Brief

Who we're talking to:

Primary

Commuters

Adults living and working in the 19-county metro Atlanta nonattainment region, primarily focused on

- Employed commuters, outside of solopreneurs and freelancers
- Current SOV drivers – to try a new commute
- Occasional users – to increase their use of commute alternatives

Employers & Property Managers

- 200+ employees
- Public and private sectors

Secondary

Schools

- Primarily focused on K-12 district-level decision-makers
- Colleges & universities

Stakeholders who have a stake in our success

- TDM and transportation agency partners, community and government leaders and other decision makers

Why?:

- We can change the morning ritual. Everyone can check the drive ahead before leaving home.
- For those already comfortable with commute alternatives, we need to move them to use it/them more often.
- For those who have considered commute alternatives - but for one reason or another have balked - we need to bolster their confidence to take action.
- For commuters who believe driving alone is their only option, we need to open their thinking to consider a better way.



The Assignment

We need to change the morning ritual and, ultimately, change travel behavior. As a part of that ritual, most motorists have a means of checking on the drive ahead before they leave home.

- ◆ For those already comfortable with using an alternative commute mode, we need to move them to use an alternative more often and influence others to do so.
- ◆ For those who have considered alternative transportation, but for one reason or another have balked, we need to bolster their confidence to take action, both by reaching the consumer directly and by empowering TMAs and employers with the info needed to move commuters to action.
- ◆ For commuters who believe driving is their only option, we need to open their thinking to consider a better way.



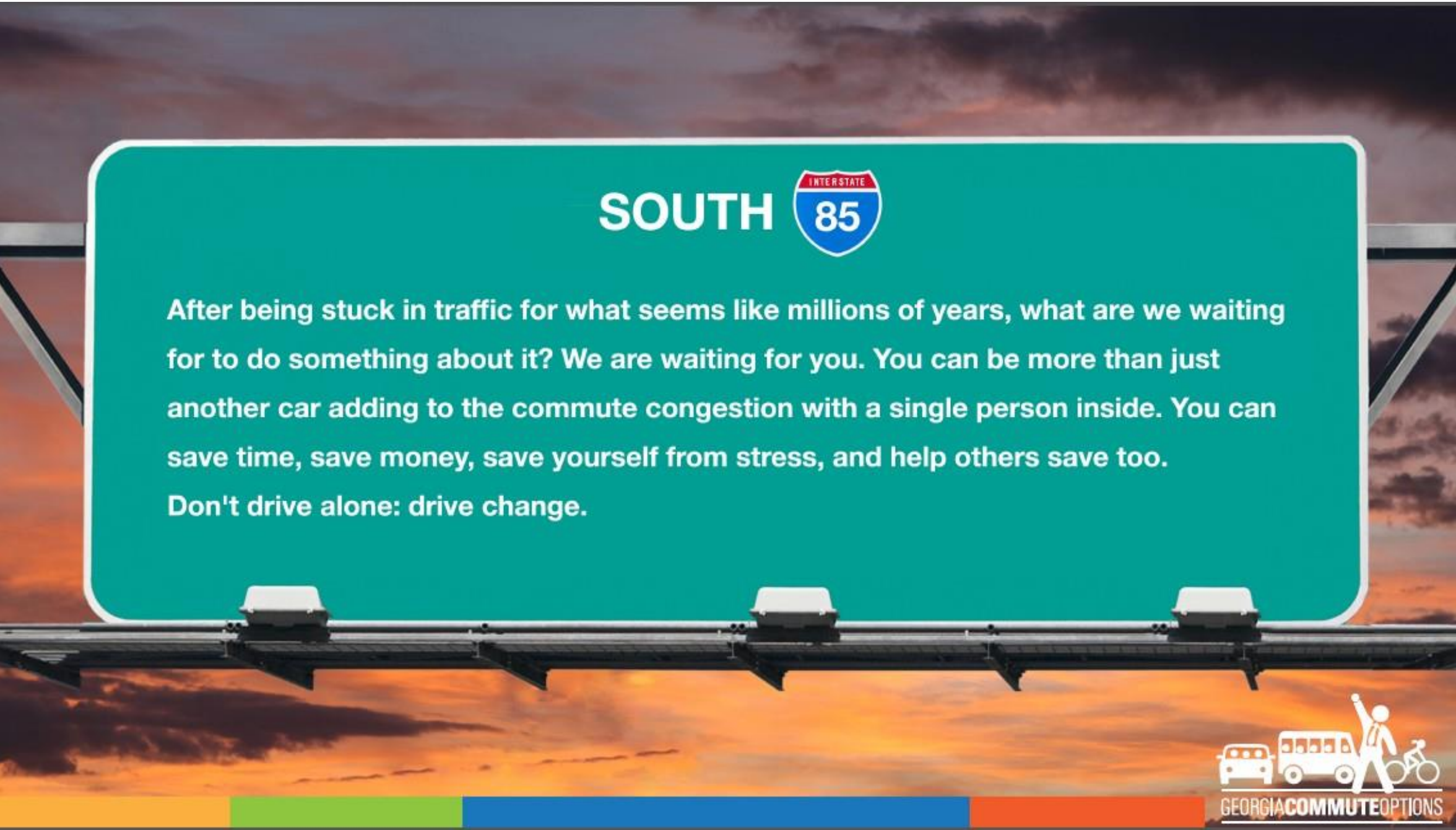
Creative Platforms

Approach 1: Our first approach looks to actually make an impact on metro Atlanta traffic and commuter behaviors, all while adding a bit of money in the pockets of commuters.

Approach 2: Our second approach aligns SOV commuting to the conventional ways we used to do things, and the options promoted by Georgia Commute Options to newer, easier, more modern and efficient ways.



Campaign 1: Drive Change



Drive change

RADIO

VO: You're probably stuck in traffic.
Like everyone around you.
Why?
Well, that's tough to answer.
Particularly when you have so many good options to choose from. Rewarding options. As in "you'll get rewards if you stop driving alone to and from work like you're doing right now."
Georgia Commute Options offers different incentives for different ways of going to work that are so much better than just driving yourself. And maybe you'll become that person in your group that started this whole thing of being smarter about their way to work.
Drive change.
Learn more at GACommuteOptions.com.



Drive attitude change:
by getting commuters and employers to **consider** alternative commuting options



Drive meaningful change:
helping to reduce congestion and providing benefits for commuters and employers that come with alleviating transportation issues.



Drive change, literally:
back into the wallets of metro Atlantans, through the incentives received from Georgia Commute Options.

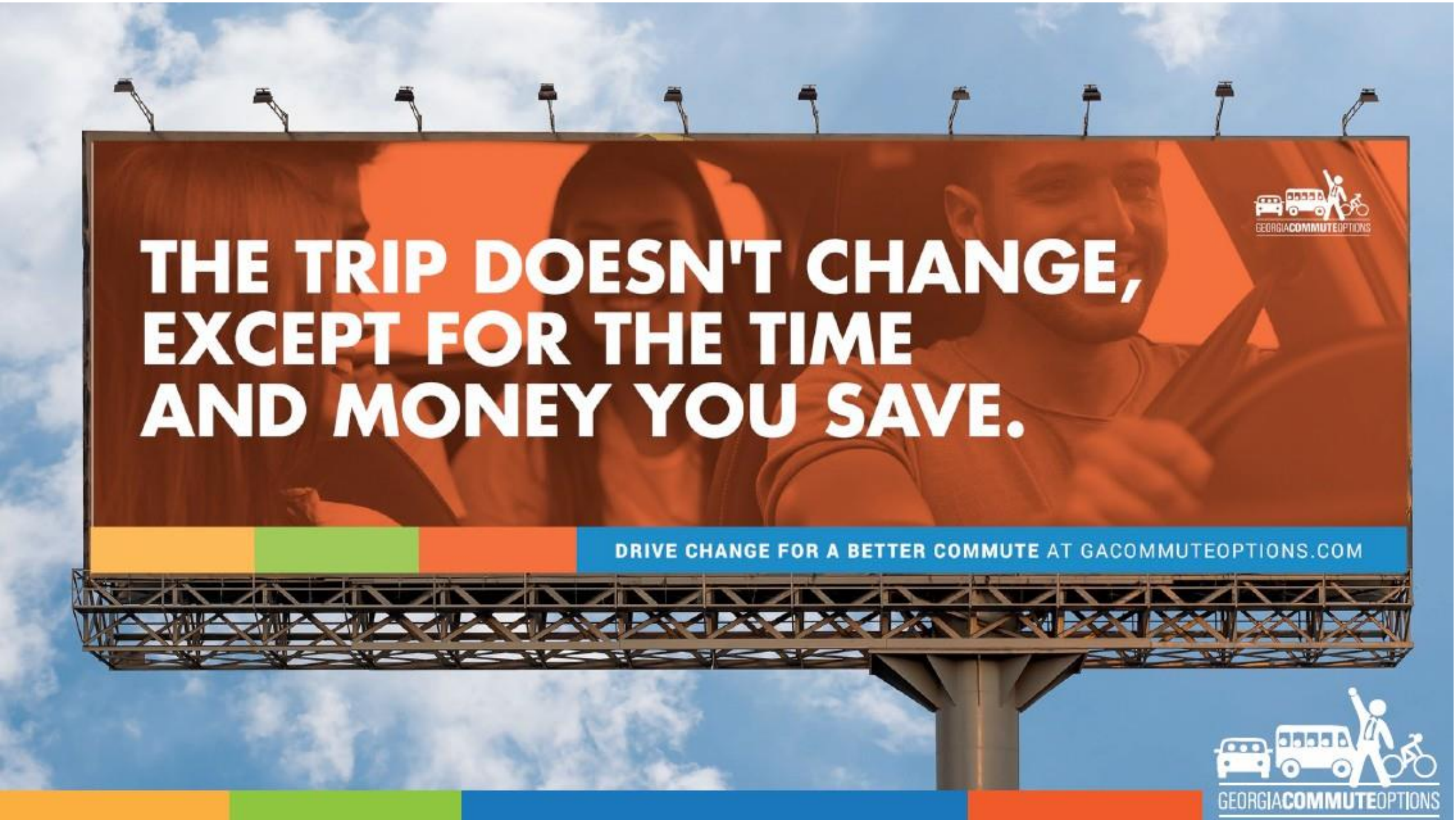
Campaign 1: Drive Change

Drive change

Headline:
Be the different one.
As in "the one that
gets money for
taking the train
and doesn't get angry
with traffic jams."

Body Copy:
Georgia Commute Options offers different ways
to go to and from work that are faster,
more convenient and more rewarding than just driving alone.


Drive change for a better commute
at GAcommuteoptions.com



This is sample content and not final copy.



Campaign 2: It's Simple




It's simple.


Going to the grocery store, picking up pizza and calling someone to ask for a date are all things of the past.


With one tap of a delivery app or a single swipe right, the complicated suddenly becomes simple.

Going to work is no different, because Georgia Commute Options provides smarter, simpler ways to get there.

Because if it doesn't have to be complicated, then it shouldn't be.







It's simple

RADIO

VO: Mailing a letter to a friend to tell them you like their Instagram post.

VO: Flying to your mother's house to ask her how her day was.

VO: Using a hardback encyclopedia to research the history of avocado toast.

VO: None of these things make sense, because there's an easier way to do them. Sitting in traffic just to get to work is no different. With resources to help you carpool, bike, walk, catch the bus, ride the train or work from home, Georgia Commute Options makes things simple. Learn more at gacommuteoptions.com.





Campaign 2: It's Simple

It's simple

PRINT/OOH

More cars, more traffic.
Fewer cars, less traffic.
Georgia Commute Options | It's Simple



This is sample content and not final copy.



Survey says...

We surveyed 1,000+ commuters living and working in the 19 county non-attainment area to gauge their opinions of the two creative concepts. They were presented with a manifesto, as well as three pieces of proposed creative.



About SONAR

SONAR is J. Walter Thompson's proprietary market research team, operated by experienced research professionals.

SONAR is a direct line of communication with consumers. We have exclusive access to millions of consumers through our network of approved panel partners. We can survey a nationally representative population or drill down into more specific market segments.

Research Objective:

The objective of this research is to determine the most compelling concept for Georgia Commute Options (GCO).

Monadic Research Approach:

Demographics breakout aligns with region's demographic makeup

Procedures for each concept:

- Test that the intended message is being conveyed
- Analyze the language and messaging being used
- Evaluate relevance, believability and uniqueness
- Understand consumer perceptions and reactions
- Understand motivation to take intended actions
- Measure the emotional response



In-house research team has...

- Conducted over **600 studies**
- Spoken to over **270,000 consumers** globally
- In over **50 countries**
- For over **200 brands**



SONAR Top Line Findings

While both campaigns were appealing, the “Drive Change” campaign outperforms the “It’s Simple” campaign in driving interest to seek out more information that motivates consumers to use commute alternatives

- Both campaigns resonate most highly with those between the ages of 21-34, those who have used commute alternatives, and to some extent, those who commute more than 20 miles
 - However, after seeing the “Drive Change” campaign these groups were more likely to state that they planned on taking a commute alternative within the next week
- “Drive Change” was also viewed as being motivating – a trait on which “It’s Simple” fell behind

Drive Change



Drive attitude change:
by getting commuters and employers to **consider** alternative commuting options



Drive meaningful change:
helping to reduce congestion and providing benefits for commuters and employers that come with alleviating transportation issues.



Drive change, literally:
back into the wallets of metro Atlantans, through the incentives received from Georgia Commute Options.



GEORGIA**COMMUTE**OPTIONS

Both campaigns perform similarly on most key metrics, but Drive Change motivates commuters to learn more about and try other commuting options more than It's Simple.

Campaign Evaluation - Key Metrics (% Top 2 Box)

	Drive Change (a)	It's Simple (b)
Appeal	86%	84%
Ease of Understanding	97%	97%
Personally Relevant	79%	79%
New Information	68%	66%
Interested In Learning More	70% (b)	63%
Motivating to Take Alternative Trans.	70% (b)	64%
Base	502	500

Directionally Higher than
Other Concept

(ab) = Concept is significantly higher than the lettered concept at a 90% confidence level



Across all county type, commuters are more likely to consider using alternative travel in the next week after seeing Drive Change.

At Least Directionally
Higher than Other
Concept

Pre-Campaign Vs. Post Campaign by County Type (% Strongly/Somewhat Agree)

Drive Change	TOTAL	North Counties	South Counties	Fulton County	Urban Counties	Suburban Counties
There are alternative commuting options available to me that I can use to to/from work besides driving alone	+7%	+6%	+21%	+1%	+4%	+13%
I am likely to travel to/from work using a commute alternative in the next week	+7%	+5%	+15%	+6%	+5%	+11%
I am likely to travel to/from work using a commute alternative in the next month	+10%	+7%	+21%	+13%	+9%	+12%
Base	502	282	91	103	325	161

It's Simple	TOTAL	North Counties	South Counties	Fulton County	Urban Counties	Suburban Counties
There are alternative commuting available to me that I can use to to/from work besides driving alone	+8%	+7%	+13%	+7%	+8%	+9%
I am likely to travel to/from work using a commute alternative in the next week	+0%	+0%	+5%	+1%	+0%	+1%
I am likely to travel to/from work using a commute alternative in the next month	+8%	+6%	+14%	+7%	+8%	+8%
Base	500	281	81	102	328	152

Q: How much do you agree or disagree with the following?

Next Steps



1. Feedback from stakeholders
2. Finalize campaign
3. Begin production of assets
4. Launch