

It all adds up to cleaner air

2004 STAPPA/ALAPCO & U.S. EPA

Communicating Air Quality & Communities in Motion

November 30-December 3, 2004



Social Marketing from A to Z

The big picture

- Social and environmental goals cannot be achieved without communication and outreach
- Changes in awareness and attitudes are precursors to behavior change

More big picture stuff

- Changes in behavior over a long period are affected by much more than communications
- Changes in awareness and attitudes can be measured with cost-effective and timely research tools

It All Adds Up goals

- Short-term, to raise awareness of:
 - Connection between transportation choices and congestion and air quality
 - Range of transportation choices
 - Benefits of alternatives to solo driving to quality of life

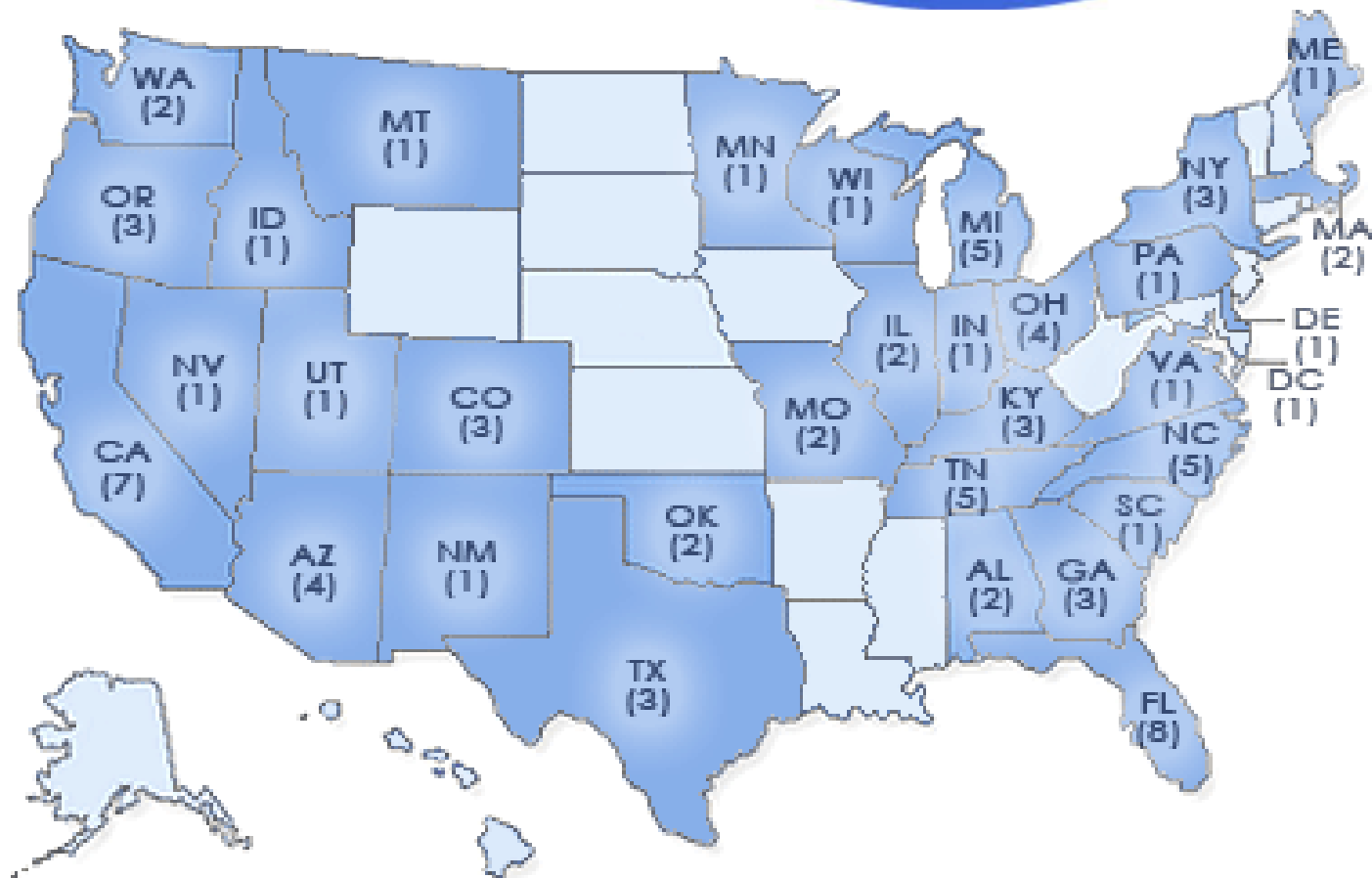
It All Adds Up goals

- Long-term (10+ years), to encourage:
 - Environmentally-beneficial transportation choices
 - Informed life-work decisions
 - Greater investment in transportation and air quality improvements

It All Adds Up objectives

- Increase the number of communities disseminating *It All Adds Up* messages and materials by 10 per year
- Increase the number of quarterly newsletter subscribers by 20 per year
- Increase the average number of *It All Adds Up* Web site page views by 25,000 per year

It All Adds Up community partners



It All Adds Up quarterly newsletter

It all adds up to cleaner air

Spring 2004

Quarterly Newsletter



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With spring's arrival and the approach of the ozone season, many local and regional organizations are stepping up efforts to encourage activities that reduce traffic congestion and air pollution. For this reason, spring is a popular season for a wide variety of national environmental, clean air and transportation observances...

[>>more](#)

Ask the "Experts"

How effective will the *It All Adds Up To Cleaner Air* initiative be in reducing traffic congestion and air pollution? Bob Steen, vice president with Fleishman-Hillard Knowledge Solutions, and one of the company's leading experts in market research and evaluation, has been helping the *It All Adds Up To Cleaner Air*...

[>>more](#)

Seasonal Tips

- Care for your car
- Care for yourself
- Spread the word!

[Download our new flyer with these three spring tips](#)

Community Spotlight

- Two Community Partners in south Florida are working together to spread the *It All Adds Up To Cleaner Air* messages. From material development and dissemination to cost sharing...

[>>more](#)

Recent Discussions on the Exchange

- The Exchange is a great place to share information about educational tools and upcoming events. Participants have access to a wealth of information on topics directly related to community programs...

[>>more](#)

Web Site Story

- Methods to evaluate your communications activities need to be in place before you begin communicating. That means evaluation should be at the top of your checklist for the spring season...

It All Adds Up quarterly newsletter


ItAllAddsUp Quarterly Newsletter - Microsoft Internet Explorer

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Address <http://www.italladdsup.gov/newsletter/summer/index.html> Go

It all adds up to cleaner air July 2003

Quarterly Newsletter  [Send to a Friend](#)

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Summertime is travel time.

In many parts of the country, air quality and traffic congestion issues are most commonly associated with summer, the season in which millions of Americans plan family vacations and weekend roadtrips. And for good reason: summer's heat and pollution can combine to create ozone or "smog" and other air quality problems during a time people enjoy being outdoors most. So now, more than ever, effective communication with the driving public is vitally important to your ongoing mitigation efforts. [>>more](#)

Community Spotlight

- Air Victoria-Keep It Clean, uses education activities to provide information to the public about the impacts of poor air quality on the community. [>>more](#)

Recent Discussions on the Exchange

- More than 100 air quality and transportation professionals from across the country use the [Exchange](#) to share ideas and information on their public education and outreach activities. [>>more](#)

Ask the "Experts"

What are the easiest ways to customize the *It All Adds Up* print materials and online resources for your own programs? Dan Horowitz, senior vice president with the Fleishman-Hillard interactive & online communications group [planned a keynote at the "It All Adds Up"](#)

Seasonal Tips


- Refuel when it's cool
- Don't top off your gas tank
- Use less gas

[Download our new flyer with these three summer tips](#)

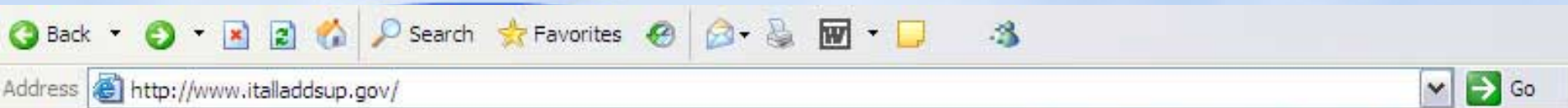
Web Site Story

U.S. Department of Transportation

Internet



www.italladdsup.gov



It all adds up to cleaner air

Search :

To help make the air cleaner in your community, check out our new **Fall Materials**

DID YOU KNOW?

Combining multiple errands - or trip chaining - saves time and reduces "cold starts," which is good for the air. [More Facts >>](#)



Making a few simple changes can make a world of difference. [→](#)

If All Adds Up EXCHANGE

Log on to share information. [→](#)

- ▶ About It All Adds Up
- ▶ Community Partners
- ▶ Simple Steps for Drivers
- ▶ Alliance for Clean Air and Transportation
- ▶ Clean Air and Transportation Resources

IN THE NEWS

It All Adds Up television ads airing year-round in 14 major mall outlets across the country!

[read more »](#)

SUCCESS STORIES

Read about the positive results from Community Partners located throughout the US.

[read more »](#)

COMMUTERLINK
ALTERNATIVE TRANSPORTATION MANAGEMENT

Learn more about this If All Adds Up Community Partner Champion

Sign-up for our e-mail Newsletter

DOWNLOAD CENTER

Looking for materials for your community web site? Download the materials that you will need today. [→](#)



It All Adds Up objectives

- Increase the number of postings to the *It All Adds Up* Exchange by 50 per year
- Get *It All Adds Up* impact and process evaluation data from 9 communities per year

The Exchange: an on-line network

"It All Adds Up to Cleaner Air" - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://knowledge.fhwa.dot.gov/cops/italladdsup.nsf/home>

It all adds up to cleaner air

Search the Exchange:

[italladdsup.gov](#) | [About](#) | [Community Partners](#) | [Commuters](#) | [Alliance for Clean Air Transportation](#) | [Clean Air Transportation Resources](#)

What's new!

"It All Adds Up to Cleaner Air" Pooled Fund newsletter details an opportunity for organizations to pool resources to strengthen their public information and outreach activities. See www.italladdsup.gov to get all the news!

Terms of Service/Site Information

[Site Information](#)
[Terms of Service](#)
[Privacy Policy](#)

Advanced Features

Let the "It All Adds Up To Cleaner Air" Exchange work for you! [Click here](#) to fill out a "My Interests" form to list yourself in the member directories or to receive personalized e-mail

This is the online homebase for the DOT/EPA "It All Adds Up to Cleaner Air" Exchange. We are dedicated to the exchange of information related to a variety of issues concerning the "It All Adds Up" community. *This site is accessible to FHWA, EPA, and FTA staff and our state and local partners, and allows the contribution of thoughts and ideas in an open forum. Content found in this community may not necessarily reflect the opinion or policy of the FHWA, EPA or FTA.*

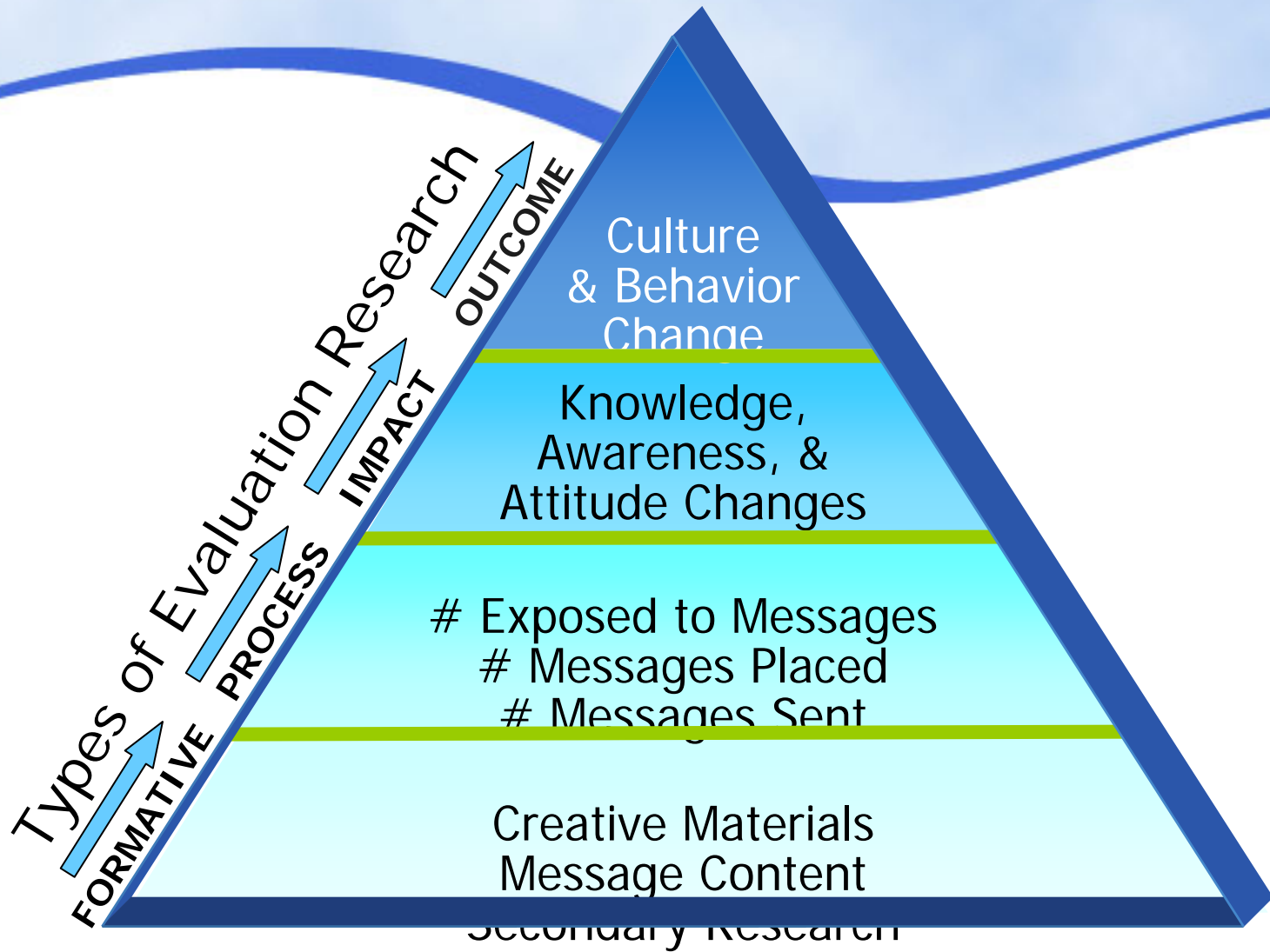
Visit the communities below and enjoy the experience! The links below provide access to communities dedicated to a specific topic or activity. This is where discussions are held and related reference materials, works in progress, and member directories are found. Click on any of the groups to join a discussion in progress, initiate a new discussion, comment on a work-in-progress, or check out the reference documents and links.

 **My Interests** Let the "It All Adds Up to Cleaner Air" Exchange work for you! [Click here](#) to fill out a "My Interests" form to list yourself in a Group's member directory and choose to receive personalized e-mail notifications of additions to Groups of interest to you.

-  [Coalitions/Partnerships](#)
-  [Communications, Public Outreach, and Media Relations](#)
-  [Funding and Recognition](#)
-  [Other Transportation and Air Quality Technical Assistance](#)
-  [Calendar -- conferences, seminars, workshops, meetings and events](#)
-  [Demonstrating the Benefits of Your Program](#)
-  [Marketing Materials and Activities](#)

Done Internet

Where does research fit in?



What is process evaluation?

A tool to help you set objectives, track accomplishments, and identify areas where improvements are needed.

If you don't know where you're going, you won't know when you get there.

If you're tracking progress, you'll make progress.

It All Adds Up process evaluation workbook

- Enter basic information about your organization's objectives and results
- Enter numeric objectives and results for your:
 - Coalition partner outreach
 - Earned media and PR
 - Unpaid ads
 - Paid ads
- The workbook program tallies results for you

It All Adds Up impact evaluation surveys

- Telephone survey (annotated and non-annotated versions)
 - For targeted behaviors, Q11 asks if they are unwilling, willing, or already do the behavior.
- Brief, self-administered/intercept survey
- Measure only what you can influence!
- Remember: Long-term behavior change is the outcome we want, but **communication is only one factor** that influences it.

It All Adds Up program evaluation

Process and Impact Evaluation Results

By contributing your evaluation results you will help establish a base of information that will help all air quality communications programs be more effective, including your own.

It All Adds Up to Cleaner Air

Outcome evaluation

- Why shouldn't you do it for *It All Adds Up* programs?
 - It's difficult and expensive, and takes years
 - Factors other than communications influence outcomes
- What should we do?
 - **Monitor outcomes**
 - Changes in vehicle miles traveled (VMT)
 - Days in nonattainment of the NAAQS
 - Behavior change
 - But, use most of evaluation resources to **measure impacts** of communications program on awareness, knowledge, and attitudes.

Research behind *It All Adds Up*

- Review of existing transportation and air quality public education programs
- Discussion group with key stakeholders
- Individual interviews with key stakeholders
- Focus groups—small, medium, and large areas and a Latino community

It All Adds Up focus groups

Tested:

- Three strategies, which narrowed to celebrating positive things people already do
- Messages about trip chaining, alternate modes, and maintenance
- Print ads/concepts

Trip chaining bus-side ad

Physical activity bus-shelter ad

**Trip chaining saves
time and the air.**



It all adds up to cleaner air

U.S. Department
of Transportation



**Riding 
your bike
saves money
and the air.**

Biking even once a week can help
save money, plus it helps to reduce
traffic congestion and pollution.

So keep it up because—

It all adds up to cleaner air

U.S. Department
of Transportation



Trip chaining transit ad

Maintenance print ad



**Trip chaining
saves time
and the air.**

Combining errands into one trip is a great way to get things done and help to reduce traffic congestion and pollution.

So keep it up, because -


It all adds up to cleaner air

 your logo here 

**Your mom
always told you to
take good care
of your stuff.**

Right as usual. Regular maintenance keeps your car running smooth and keeps the air clean. Your mom's advice still holds true today, especially when it comes to your car. Regular maintenance can improve gas mileage and performance. It can also help reduce traffic congestion due to breakdowns and reduce pollution. So keep it up because - 

It all adds up to cleaner air

 Your Logo Here 

Every 3 months, every 3,000 miles or every 1.3 million breaths.

Changing your oil and regular maintenance mean a cleaner running engine.

It's true. Regular oil changes, tune-ups and maintenance can help improve your vehicle's performance and gas mileage, extend its life and increase its resale value. It can also help reduce traffic congestion due to preventable breakdowns. But possibly most important of all, taking good care of your car could help reduce emissions by more than half. And that should make you breathe a lot easier between oil changes. So keep it up because—



It all adds up to cleaner air

Health print ad



Improve your health. Take things in stride more often.

Walking and in-line skating are healthier ways to travel for both you and the air. To stay healthy, doctors recommend exercising at least 30 minutes most days. It's easier to fit exercise into a busy schedule when you make it part of your daily routine. Instead of driving to work, the store or the bank, try walking or in-line skating. You'll get more exercise and help reduce traffic congestion and pollution. That should make you really feel great. So keep it up because—



It all adds up to cleaner air

U.S. Department of Transportation Your Logo Here



Fueling print ad



Leave a little room for the air.

When you gas up, don't top off the tank. By leaving some space you not only avoid spilling gasoline on yourself, you also prevent vapors from escaping into the air. That reduces pollution for everyone.

So, if you're ever tempted to give the nozzle a few extra dicks, remember, a drop less in your tank adds up to cleaner air for all of us. So keep it up because—



It all adds up to cleaner air

U.S. Department of Transportation Your Logo Here



Research behind *It All Adds Up*

- Pilot phase (1997-1998)—small, medium, and large communities (one each)
- Demonstration communities (May 1999-October 2000)—14 small, medium, and large communities

It All Adds Up: Key insights from research

- Messages must be meaningful
 - Traffic congestion
 - Quality of life
 - Health
- Messages must be acceptable to the public and stakeholders
- Requested behavior changes must be simple, easy, and voluntary

It All Adds Up: Key insights from research

- Messages must be positive
- Messages must come from a credible source
- Messages must be based on research
- Positioning transportation, congestion, and air quality as national priorities would help local programs appear bigger, part of a “movement”

It All Adds Up desired behavior change

- People making transportation choices that will reduce air pollution and congestion
- People making choices about where they live and work that will reduce air pollution and congestion

It All Adds Up primary target audience

- Primary = Current drivers; at “awareness” in Behavior Change Process
- Secondary = Current drivers for whom environmental benefits would weigh into their transportation choices; at “interest” in Behavior Change Process

It All Adds Up secondary audience psychographics

- Roper Green Gauge
 - True-Blue Greens
 - Greenback Greens
 - Sprouts*
 - Grouzers
 - Browns
- Sprouts care about the environment, recycle, but feel stressed and overcommitted

It All Adds Up target audience demographics

- College educated
- Middle class

- USA Today, 11/8/04
 - Shifting housing demographics across US
 - Interest in living near transit
 - Singles, aging baby boomers, minorities, and young couples

It All Adds Up influencer audiences

- The media
- Coalitions of local transportation and air quality groups
- Community leaders
- Employers and friends

It All Adds Up: barriers to change

- Little awareness of connection between their transportation choices and congestion and air quality
- Think changing their behavior to help the environment will cost too much and/or take too much time

It All Adds Up: motivations

- Decreased air pollution
- Protection of health, esp. children and elderly
- Decreased stress
- Increased free time
- Monetary savings—less gas used

It All Adds Up message development

- Main message: Individual transportation choices affect congestion and air quality
- Want audience to know: Solo driving causes congestion and air pollution that is bad for our health and our environment
- Want audience to believe: Using alternate modes of transportation would make a difference

It All Adds Up message development

- Actions we want audience to take short-term:
 - Maintain vehicle
 - Trip chain
 - Use alternate modes
- Actions we want audience to take long-term:
 - Choose environmentally-beneficial transportation
 - Live closer to work or school
 - Support greater investment in transportation and air quality improvements

It All Adds Up message development

- Rewards or benefits promised to audience if they change their behavior:
 - Less pollution in the air and in their lungs
 - Protection of health, esp. children and elderly
 - Decreased stress
 - Increased free time
 - Monetary savings—less gas used

It All Adds Up community partner benefits

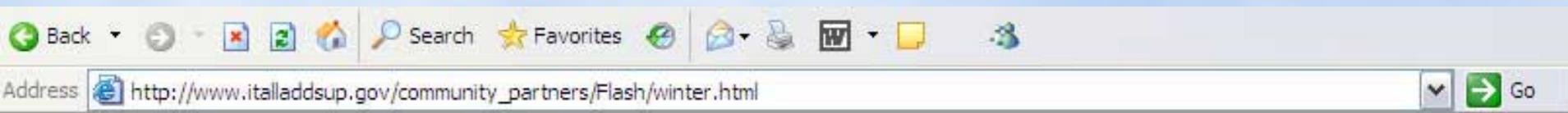
Benefits to DOT and EPA:

- Personal interaction with target audience at local level
- Nationwide dissemination of messages and material
- Credible, local leaders and coalitions as champions
- Leverage resources
- Provide message consistency

Benefits to communities:

- Research-based messages and materials
- Commercial-quality advertisements & collateral material; seasonal themes
- Technical assistance
- Networking
- Customized flash animations and print ads, upon request

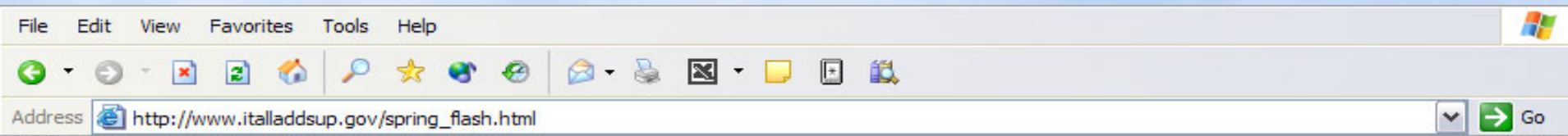
Flash Animation



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If you have problems seeing the animation, please access [Macromedia's web site](#) to download the appropriate plug-in.

Flash Animation



[Send this to your friends!](#)

If you have problems seeing the animation, please access [Macromedia's web site](#) to download the appropriate plug-in.

On-Line Quizzes



4. Buying a hybrid-electric or other low-emission and fuel-efficient car, or renting one on your next trip, can save you money and help reduce air pollution.

- True
- False

Answer: **True**. For more information on the fuel economy of all types of automobiles, visit the EPA and DOE fuel economy site at www.fueleconomy.gov.

Next question

It All Adds Up national partners

- Automobile industry
- Environmental groups
- Federal, state, and local environmental, highway, transit, health, and energy agencies
- Consumer association
- Oil industry
- Public transportation and public works associations
- Vehicle maintenance associations
- Telework Network, Inc.
- Intelligent Transportation Systems of America
- Texas Transportation Institute
- Urban Land Institute

It All Adds Up national partner benefits

Benefits to DOT and EPA:

- Broad dissemination of messages and materials
- Alliance for Clean Air and Transportation (ACAT) and credible, national leaders as champions

Benefits to ACAT members:

- Association with a good cause
- Networking opportunities
- Opportunities to reach common ground
- Dissemination of messages to a wider, often unreachable audience

It All Adds Up communication strategies

Partnership-building

- Bring diverse interests and perspectives to the table
- Leverage limited funds
- Increase message credibility
- Facilitate community-based solutions to community-identified problems

Public outreach

- Consistent, tested messages
- Technical assistance
- Commercial-quality ads and collateral materials
 - TV, print, radio, web-based, icons, etc.

It All Adds Up evaluation methodology

Objectives:

- Increase the number of communities disseminating *It All Adds Up* messages and materials by 10 per year
- Increase the average number of *It All Adds Up* Web site page views by 25,000 per year

Measurement:

- Web-based sign-ups and follow-up calls
- Web site statistics reports

It All Adds Up evaluation methodology

Objectives:

- Increase the number of postings to the *It All Adds Up* Exchange by 50 per year
- Get *It All Adds Up* impact and process evaluation data from 9 communities per year

Measurement:

- Exchange postings counted
- Impact and process evaluation reports submitted

It All Adds Up participation



- Become a community partner
- Read community success stories
- Download and customize free materials!
- Join the “Exchange”
- Sign up for quarterly newsletter
- Promote the Pooled Fund Program
- Materials, tools, and technical assistance at www.italladdsup.gov

It All Adds Up To Cleaner Air

Sign up at www.italladdsup.gov!



Future of *It All Adds Up*

Create new national messages and products via an *It All Adds Up to Cleaner Air* Pooled Fund Program

- For federal, state, and local governments
- Pool their money
- For market research
- To create new ads and other outreach materials

Widely disseminate national messages and products, e.g., drive-time radio and Ad Council

The bottom line or “why we do our jobs”

**Informed citizens and community leaders
will find solutions to reduce congestion
and clean up the air.**