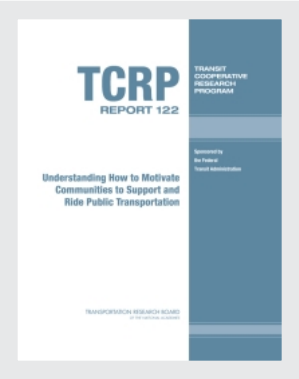

Understanding How to Motivate Communities to Support and Ride Public Transportation

DETAILS

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TRANSIT COOPERATIVE RESEARCH PROGRAM

TCRP REPORT 122

Understanding How to Motivate Communities to Support and Ride Public Transportation

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Public Transit

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TRANSPORTATION RESEARCH BOARD

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TRANSIT COOPERATIVE RESEARCH PROGRAM

The nation's growth and the need to meet mobility, environmental, and energy objectives place demands on public transit systems. Current systems, some of which are old and in need of upgrading, must expand service area, increase service frequency, and improve efficiency to serve these demands. Research is necessary to solve operating problems, to adapt appropriate new technologies from other industries, and to introduce innovations into the transit industry. The Transit Cooperative Research Program (TCRP) serves as one of the principal means by which the transit industry can develop innovative near-term solutions to meet demands placed on it.

The need for TCRP was originally identified in *TRB Special Report 213—Research for Public Transit: New Directions,* published in 1987 and based on a study sponsored by the Urban Mass Transportation Administration—now the Federal Transit Administration (FTA). A report by the American Public Transportation Association (APTA), Transportation 2000, also recognized the need for local, problem-solving research. TCRP, modeled after the longstanding and successful National Cooperative Highway Research Program, undertakes research and other technical activities in response to the needs of transit service providers. The scope of TCRP includes a variety of transit research fields including planning, service configuration, equipment, facilities, operations, human resources, maintenance, policy, and administrative practices.

TCRP was established under FTA sponsorship in July 1992. Proposed by the U.S. Department of Transportation, TCRP was authorized as part of the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA). On May 13, 1992, a memorandum agreement outlining TCRP operating procedures was executed by the three cooperating organizations: FTA, the National Academies, acting through the Transportation Research Board (TRB); and the Transit Development Corporation, Inc. (TDC), a nonprofit educational and research organization established by APTA. TDC is responsible for forming the independent governing board, designated as the TCRP Oversight and Project Selection (TOPS) Committee.

Research problem statements for TCRP are solicited periodically but may be submitted to TRB by anyone at any time. It is the responsibility of the TOPS Committee to formulate the research program by identifying the highest priority projects. As part of the evaluation, the TOPS Committee defines funding levels and expected products.

Once selected, each project is assigned to an expert panel, appointed by the Transportation Research Board. The panels prepare project statements (requests for proposals), select contractors, and provide technical guidance and counsel throughout the life of the project. The process for developing research problem statements and selecting research agencies has been used by TRB in managing cooperative research programs since 1962. As in other TRB activities, TCRP project panels serve voluntarily without compensation.

Because research cannot have the desired impact if products fail to reach the intended audience, special emphasis is placed on disseminating TCRP results to the intended end users of the research: transit agencies, service providers, and suppliers. TRB provides a series of research reports, syntheses of transit practice, and other supporting material developed by TCRP research. APTA will arrange for workshops, training aids, field visits, and other activities to ensure that results are implemented by urban and rural transit industry practitioners.

The TCRP provides a forum where transit agencies can cooperatively address common operational problems. The TCRP results support and complement other ongoing transit research and training programs.

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FOREWORD

By Gwen Chisholm Smith
Staff Officer
Transportation Research Board

TCRP Report 122: Understanding How to Motivate Communities to Support and Ride Public Transportation provides a comprehensive discussion on the methods and strategies used by public transportation agencies in the United States and Canada to enhance their public images and motivate the support and use of public transportation. Additionally, the report identifies and describes methods and strategies used by other industries (comparable to public transportation) to enhance their public image and to motivate the support and use of their products and services. Also, this report examines the perceptions, misperceptions, and use of public transit, and the extent to which these affect support. Finally, the report identifies effective communication strategies, campaigns, and platforms for motivating individuals to action in support of public transportation, and it recommends ways to execute those communication strategies, campaigns, and platforms. This report will be helpful to transit agencies; elected officials; community leaders; business leaders; and federal, state, and local funding agencies in both the United States and Canada.

In 1999, TCRP conducted research to determine current public perceptions of public transportation and to identify how these perceptions might be changed. This research was instrumental in providing guidance in the development of (1) Public Transportation Partners for Tomorrow $(PT)^2$, implemented by the American Public Transportation Association and (2) the Visibility, Image and Positioning (VIP) campaign implemented by the Canadian Urban Transit Association (CUTA). The first phase of the $(PT)^2$ and VIP programs focused on the importance of public transportation in providing freedom, mobility, and choice to citizens of the United States and Canada. The strategies employed during this first phase were successful in raising awareness of the need for public transportation and the value it brings to the community.

TCRP Report 63: Enhancing the Visibility and Image of Transit in the United States and Canada has been used by many transit systems to design their marketing programs. The study introduced new research concepts and brought new data to the decision-making process. It was necessary to review, validate, and update the information in *TCRP Report 63* and to present new developments and research results related to public perceptions that impact public transportation. Beyond this validation, the public transportation industry needed to identify the values and decision-making processes that motivated people to support public transportation.

Dr. Mindy Rhindress of SRBI, New York, New York; and Susan Bregman of Oak Square Resources, Brighton, Massachusetts were the report's principal authors. Also contributing to the research and preparation of the report were Frank Lynch of SRBI, New York, New York; Rose E. Reichman and Nancy J. Coopersmith, of Reichman Frankle, Inc., Englewood Cliffs,

New Jersey; and John A. Dunning, of Dunning & Company, Delray Beach, Florida. Under TCRP Project B-32, "Understanding How to Motivate Communities to Support and Ride Public Transportation," the research team conducted a comprehensive review of literature, practice, and findings related to transit support. The research team reviewed successful marketing campaigns within the transit community as well as in other industries. To understand values, perceptions, and decision-making processes that lead to behaviors that impact the degree of support and use of public transportation and to determine the most effective methods for motivating individuals to take action in support of public transportation, the research team reviewed relevant case studies, performed a series of in-depth interviews with members of the general public, and conducted a large-scale survey with 1,800 respondents. Based on the information gathered, this report identifies the best strategies for accomplishing a change in perceptions that motivate people to take action in support of transit.

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SUMMARY

Understanding How to Motivate Communities to Support and Ride Public Transportation

Project Goals

Project B-32's objectives were twofold. The first objective was to identify—through qualitative and quantitative research—the perceptions, values, and decision-making processes that lead to behaviors that support public transportation. The second objective was to determine the most effective communications strategy for motivating individuals, specifically those who are neutral or favorable in their attitudes toward public transportation, to act in support of public transportation.

Review of Prior Research and Case Studies

The Relationship Between Transit and Communities

The range of ways in which people can support transit is hypothetically diverse and may or may not specifically include individual ridership. Moreover, transit's influence helps to shape communities. Thus there is a link between transit on the one hand and economic or commercial interests on the other.

- On the civic front, support can involve voting for funding or transit-supportive politicians, taking public positions at meetings, or writing letters to newspapers. Socially, it can involve positive word-of-mouth about transit issues to friends, neighbors, and co-workers. Support can also be found on the individual level, with personal choices about transit use.
- Transit's effect is broad, affecting commutes, property values, and business efficiencies; as a result there are many ways in which people could be considered transit stakeholders. Identifying stakeholders for any given project is important when planning research, marketing, and public outreach.

Perceptions of Transit and How the Industry Markets Itself

Although the public sees many advantages to transit, transit is of less concern to the public than other issues. Encouraging people to support and use transit has relied on market segmentation, using attitudes, values, demographics, and behaviors.

- Transit is of less concern to the public in comparison with other issues. Nonetheless, both advantages and disadvantages of transit are readily seen. Although transit is sometimes viewed as being inexpensive, convenient, bringing mobility, and reducing pollution and congestion, it is also sometimes seen as time-consuming, inconvenient, and crowded. Seniors in particular are concerned with safety and security and encounters with teens. Teens in particular express

uneasiness and insecurity about being with strangers, who are perceived as exhibiting risky behaviors (mostly in reference to buses). Anti-transit sentiments also point to questions about the economic value of funding transit, especially given its little use (ridership) and perceived lack of need in non-urban areas. But many widely held negative beliefs about transit are myths, not supported by facts.

- Although some of the differences in attitudes toward transit are associated with differing attitudes about how well transit delivers its promises, attitudes are also built on peoples' values. While attitudes are subject to persuasion and changes in perceptions, values are more stable. Values influence peoples' attitudes toward transit, in that values help set priorities and provide a frame for viewing transit and its alternatives. Safety; economics; emotions about stress, adventure, and locus of control, and status; mobility; and lastly environmental issues were some of the values explored in prior work.
- Recognizing the complexities with which attitudes and values can interact with demographics and behavior, the transit industry has sometimes used segmentation to guide strategy and achieve its marketing goals. Segmentations have been successfully applied using various statistical approaches. Naturally, as the approaches to the market change, so do the results. Two studies that define transit support differently have led to very different perspectives on the proportion of the population that could be considered transit supporters.
- National efforts based on consumer research have been launched in both the United States and Canada. There are also examples of local efforts where agencies were able to target a specific segment (students) as the individuals in the segment develop their attitudes toward transit; efforts achieved their marketing goals of enabling ways for students to learn more about their local transit systems and thus consider transit as an alternative for getting around.
- Challenges remain, however, even though transit use has grown. Automobile ownership has grown to the point where, in the United States, there are now more automobiles than licensed drivers, and transit must co-exist with the car. Sprawl is another challenge, and results in even more automobile dependence. Conversely, opportunities exist with demographic shifts, in particular with seniors and immigrants. But to overcome these challenges and take advantage of these opportunities, transit must restructure how it does business and give more attention to marketing and research practices.

Practices in Other Industries

Practices in other industries can guide transit in promoting transit-supporting behaviors. Efforts to persuade through attitudes and appeals to values have often been successful.

- Other industries have recognized the relationships between attitudes and behaviors as well as the value of persuasion. Understanding what attitudes need to be changed often depends on the target behavior: changing a person's general attitude may have little or no effect on a specific behavior when a more specific attitude needs to be changed. In addition some situations require deliberation, in which case, attitudes can shift as new information is gathered.
- Marketers have sometimes pursued values instead of attitudinal change. Several values-based approaches have been developed, and the fundamental principle involves learning the target audience's values as they relate to the product category in order to find connections between those values and the product or service being marketed.
- Social marketing has taken learning from the commercial world and applied marketing techniques to behaviors that benefit the public good; in the process it has demonstrated how commercial marketing techniques can be translated to noncommercial efforts. Social marketing has also brought additional elements to the equation. Social marketing has recognized the value of secondary communication targets (those who interact with those whose behavioral

change is being sought, for example), and that behavioral change may happen only in stages, rather than requiring immediate change in behaviors. Social marketers sometimes consider it important that advertisements have a positive tone and demonstrate concrete behaviors and examples.
- Commercial marketers have had a long history of successfully applying these tools in combination. Some campaigns incorporated appeals to personal values as a lever. In other cases, a powerful icon or slogan was adopted that resonated so well with a core belief that it achieved measurable success almost immediately. For example, the classic *Keep America Beautiful* campaign selected Iron Eyes Cody, who became known as the "Crying Indian," to bring the issue of pollution into personal focus. By the end of the campaign, Keep America Beautiful teams had helped to reduce litter by as much as 88% in 300 communities, 38 states, and several countries. Consumer products have also successfully integrated emotions and values into their messages. Starbucks recently faced the challenge of increasing sales for one of its products. In order to turn an already high level of product awareness into product trial, the company created a marketing campaign that established an emotional connection with the product. The result was a 6% increase in product trials.

Primary Research

Familiarity with Transit and Competing Modes

Research participants believed they knew what their local systems offer, yet preferred to travel by personal car.

- Respondents generally believed they knew all about the public transit system in their areas. Most respondents said they know that transit service is available, what mode options there are, and how far they live from the nearest stop or station. For transit information, about one-half the respondents simply rely on what they already know. Other transit information resources are hardly used; those who seek information tend to use official websites.
- About two-thirds had experience with public transit at some point in their lives, but recent past week use, a measure of regular use, was noted by only 20%.
- The personal car was overwhelmingly viewed very favorably as a mode important to the community (73%)—way ahead of public transit (55%) or carpooling (49%). With these lower public transit scores is also the perception that transit's performance has room for improvement; very favorable scores for transit performance both locally and in general were given by less than one-half of the respondents.

Attitudes Toward Transit and How Support Is Shown

Despite preferences for the car, attitudes toward transit among those in the study were essentially positive. However, these attitudes have not yet translated into actions that demonstrate significant feelings of support.

- The advantages of transit are connected to social rather than individual benefits; the two areas where transit is seen to best deliver are connected with helping individuals with disadvantages and the environment. Other areas such as being functional, attracting new residents to a community, being personally economical, or good for evacuation were less noted. When asked directly, helping individuals with disadvantages was the most important reason for supporting transit.
- Current support behavior was weak, but not undetectable. Just more than a third of all respondents considered themselves very strong supporters of transit, with another third as somewhat

strong supporters. However, types of support behavior tended to be limited to conversations and actions among the narrow social circles of everyday life. Although about two-thirds recommended transit to someone they know, less than one-third voted for a bill or bond and very few ever attended a public meeting on transit.

The Roles of Attitudes, Values and Ridership in Building Support

Different groups of respondents, each holding different attitudes toward transit and different sets of values, vary in their potential as targets for a support-driven marketing campaign. Current ridership and use of the local system is a significant determinant of support, but a segment called *Society Do-Gooders* represents particular potential, because they see the need for transit in their communities.

- Attitudes toward transit were assessed on many specific performance characteristics. At their heart, however, were six basic performance concepts, and they capture the differences in which people see transit when considering all the specific characteristics:
  - *Green*, features that benefit the environment;
  - *For You,* features that benefit the individual;
  - *Works,* features associated with basic transit services;
  - *For the Disadvantaged,* features that provide mobility for the transportation-disadvantaged;
  - *For the Community,* features that improve the quality of life;
  - *For Evacuation,* features that help people escape from disasters.

  More respondents see transit as performing well on the concepts *For the Disadvantaged* and *Green* than on the other concepts. Lower ratings of transit on *For You* suggest that many individuals see limited personal relevance, despite recognized societal benefits.
- Respondents were segmented according to how strongly they considered each of the specific characteristics when thinking about supporting transit. Of the four groups which were found, those in the *Good For Us: Ecology* segment claimed the greatest number of transit-supporting behaviors. This group, representing 29% of the respondents, emphasizes transit's environmental benefits and gives less thought to transit's effect on the local economy. The segment claiming the least number of support behaviors is the *Good For Us: Mobility* segment (24%). Although this group recognizes the importance of mobility, they see little personal relevance in transit. The other two segments, *Good For Me* (21%) and *Works* (27%) are average in terms of their support behaviors. Personal relevance is an important determinant of support for those in the *Good For Me* segment, while those in the *Works* segment base their support on the simple functionality of the system for their everyday needs and those of others.
- Of the personal deep-rooted values tested in this study, those that reflected general humanitarian and environmental concerns were most prevalent among respondents.
- When categorizing individuals by their deep-rooted values, three emerge as representing at least 20% of the respondents. *Society Do-Gooders,* individuals most socially concerned and personally active of all the possible value segments, represent 25% of the respondents. On the opposite end, also representing 25% of the respondents, is the *Self-Involved.* This group is less likely to see hardships resulting from others' difficulties getting around or that communities need to help those people. These respondents are also less willing to make compromises to help society and see government spending on transit as a waste. *The World And Me* segment expresses social concerns to those of *Society Do-Gooders* but members of this segment are unlikely to take action on anything that does not have personal reward or that they have not tried for themselves. *The World And Me* segment represents 20% of the respondents. The last two segments are *Apathetics* (representing 17% of respondents), a younger and less educated group most distinguished by their lack of political involvement, and *Talkers, Not Walkers* (representing 14% of respondents),

who claim to be involved with issues that do not affect them directly but who really show little interest in government involvement in community services such as transit.
- The Path model, a model that determines the effect of all variables on each other and ultimately on the "goal" of demonstrating transit support, indicated that, by far, personal involvement with transit is the strongest determinant. This includes current use of transit, and related behavior—those who are willing to seek information to learn more about their community's transit services, the perception that transit is personally relevant, and the negative opinions of the importance of personal vehicle on a community. Nevertheless, there appear to be indications that both users and non-users can be targeted to be transit supporters, dependent on the deep-rooted values people hold and the perceptions and attitudes they have toward transit. In particular, the profile and attributes identified with the value segment called *Society Do-Gooders* has an important effect on support behavior. This includes being personally involved in social issues; being environmentally concerned; holding a belief in community and government action; and being demographically upscale. Communication strategies and messages designed specifically to reach this group or to persuade others into more strongly believing and acting like this group would be most successful in generating support.

Additional Information on Specific Groups of Interest

- Canadians use transit more than Americans do. However, Canadians and Americans have similar attitudes toward transit and competing modes. The differences in their perceptions are few and scattered. They tend to support transit similarly.
- People in high-density markets, not surprisingly, report using transit more than people in either medium- or low-density markets, and they are less positively disposed toward driving a personal car to get around. Otherwise, differences in perceptions of transit are rare.
- Senior citizens have more positive attitudes about the positive effect of transit as a local transportation mode, but support transit in fewer ways than others do—mostly due to not encouraging people they know to use transit. However, they are more likely to see transit as making communities more desirable for businesses and residents. At the same time they view transit less favorably for providing mobility and reducing pollution.

Recommended Communication Strategies

As identified earlier, the second objective of the project was to determine the most effective communications strategy for motivating individuals to act in support of public transportation. The results of the Path analysis were examined to identify the factors most strongly associated with support for public transportation.

Key Research Findings Used in Developing Strategies

The Path analysis, in which responses from the transit usage, perception, and values segmentation phases, as well as demographics, and assigned degrees of importance to these variables vis-à-vis their effect on support for public transportation were compiled, revealed the following:

- Current transit use is the greatest behavioral indicator of support.
- The attribute rating that most closely correlates with support for transit is the perception that transit is "for you."
- By contrast, most respondents rated transit high on "helping those who can't afford a car to get around" and "providing mobility to those who can't drive, such as seniors, teens and people with disabilities."

The above findings make clear that, to gain momentum for transit support, an effective communications message must reach beyond current transit users. The values segmentation findings provide further direction for this approach:

- Belonging to the values segment labeled *Society Do-Gooders* correlates with support for transit. Values associated with this group include
  - Community-based beliefs such as: "It's important for people to be able to improve their lives and the lives of their children"; "Government has a responsibility to improve the community"; "Communities need to help people become more self-sufficient"; and "I'm willing to make compromises to help society."
  - Public engagement, i.e., "I want a say in where my tax dollars go" and "I get involved in political and social issues that don't impact me directly."
  - Environmental concerns: "We need to take care of the planet."
- Other values segments that exhibited relatively high levels of transit support include
  - *The World And Me* segment: The *World And Me* segment resembles the *Society Do-Gooders* in their value system; however, they appear to need a personal connection to an issue in order to support it, as evidenced by an extremely low degree of agreement (1%) with the statement, "I get involved in political and social issues that don't impact me directly." For these individuals, the idea that transit is "for others" may negatively affect support.
  - *Talkers, Not Walkers:* The *Talkers, Not Walkers*, on the other hand, may get involved in an issue that doesn't affect them directly. Like the *Society Do-Gooders*, they believe that "communities need to help people become more self-sufficient"; however, this group does not quite see how transit can help communities fill this role.

Combined, the three values segments described above represent 60% of the respondents.

Finally, the research determined that there were no meaningful differences by population density group—high, medium, and low—or nationality—U.S. or Canadian. Therefore, for the purposes of developing a communications strategy to promote support for public transportation, the sample was treated as a unified whole. Any minor demographic and transit use differences in the three density areas could be addressed in the execution.

Targeting the Broadest Possible Audience

In order to generate the greatest support for transit, the message must appeal to the widest potential audience. Based on the research, this would include

- Current transit users
- People who agree with the statement, "Transit is for you."
- Individuals who fall into the values segments *Society Do-Gooders; The World And Me;* and *Talkers, Not Walkers.*

The research does not support directly targeting the *Self-Involved* or the *Apathetics*.

Recommended Communications Platform

Attempting to persuade a broader audience, beyond transit users, to support public transportation requires a unique message—one that resonates with and reflects the public's intrinsic value systems. The research team believes this can be done with a message that emphasizes both the direct benefits to the individual ("for you") and the community/society benefits. The message must move beyond ridership benefits to communicate the real economic and social benefits that affect every individual, whether they ride transit or not.

We therefore recommend taking the next step from the strategy recommended in the 1999 study, *TCRP Report 63*. The earlier strategy, "Community Benefits Built on Personal Opportunity," emphasizes the choices, access, and freedom/mobility that public transportation provides. Although the intention here seems to be to suggest that public transportation strengthens the entire community by allowing everyone in the community to accomplish what is important to them, the primary message still focuses on the benefits of ridership.

The next step in positioning seeks to drive home the *universal* importance and *personal* relevance of public transportation by elevating it to the status of a critical national priority.

The Next Step—

—is a two-pronged approach: in emphasizing transit's value, it seeks to elevate its importance vis-à-vis other issues; at the same time it seeks to drive the individual to shift from attitudes to action.

Recommended Positioning:

Public transportation, just like health care and education, is a critical national priority. We all have a stake in supporting public transportation, whether we ride it or not.

Since *TCRP Report 63* was conducted, the objective has adapted to current times. The current report is the next step: garnering support for public transportation, irrespective of ridership.

With the high price of gas, increased congestion, the fragility of the environment, U.S. dependence on foreign oil, security in light of the attacks of September 11, 2001, and the war in Iraq, a more serious climate exists today. However, it appears that most people do not think of the positive effect that public transportation currently has in connection with many of these issues. The communications message must therefore create awareness and, critically, it must educate the audience on the important role public transportation plays in our society and our economy today and its potential for far greater positive impact with increased individual, community, and government support.

Key support messages that reinforce the recommended positioning and clarify the personal and universal benefits of public transportation include

- Public transportation has economic consequences: enhanced property/real estate values, employment opportunities, growth of communities.
- Public transportation has environmental benefits: reduced congestion, reduced pollution.
- Public transportation saves productive time by lessening traffic congestion.
- Public transportation makes the United States less dependent on foreign oil.
- Public transportation saves people money on gas.
- Public transportation enhances quality of life through reduced personal stress and provision of independence for non-drivers.
- Public transportation improves people's lives.

An advertising agency can develop a number of taglines that reinforce the recommended positioning. One example of a tagline that not only reinforces the recommended positioning but also includes a call to action is

Public Transportation. Let's get going.

This tagline works on two levels: it communicates the function of public transportation (to move people) and implores the audience to act in support of this critical service.

Recommendations for Execution

Because the subject of public transportation is not inherently exciting to most people, and even less so to non-transit riders, compelling execution of the communications theme is critical to the success of the campaign. The execution needs to be provocative, eye-opening, memorable, and relevant to the individual—transit user and non-transit user alike—to have impact.

The strategy can be executed in various ways, perhaps with humor or in a problem/solution format, but it should always be supported with facts and real-life examples. Based on the research, we suggest that when featuring people in marketing campaigns, transit agencies take care not to overemphasize riders with disabilities or disadvantages because this will dilute the personal relevance message.

Representative Campaigns

An example of the type of campaign we are recommending would be developed around the concept: *Imagine life without public transportation*.*

This statement would be supported by strong graphics/photos of real-life situations that portray congestion, pollution, economic consequences, and so forth. Statistics could also be used (for example, the amount of time spent sitting in traffic)—again, such information must be compelling, visually dramatic, and easily understood. As the interviews with the general public demonstrated, individuals frequently found it easier to identify the benefits of transit when they pictured their communities without public transportation services.

Although the above campaign would resonate in a high- to medium-density area, it would not work as well in a low-density area in which life might not change dramatically without public transportation. However, the concept could be posited in reverse—*Imagine life with more (or better) public transportation*. In this case, the positive effect that would come with an enhanced transit system would be featured—economic development, more jobs, better air quality, and so forth.

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*We are aware of a 2004 PT2 print advertising campaign created by APTA entitled, "How would that affect you?" which focuses on critical members of the community doctors, teachers and crossing guards—not being able to get to work because of a lack of public transportation. While this execution may be directionally similar to our recommended strategy, it still focuses on the ridership aspect of public transportation. The communications strategy we have set forth is broader and more ambitious in its objective: to convey the critical role public transportation plays in the life of the individual, the community and the nation at large.

CHAPTER 1

Introduction

In 1999, the Transit Cooperative Research Program (TCRP) released *TCRP Report 63: Enhancing the Visibility and Image of Transit in the United States and Canada* (*1*). Then TCRP initiated Project B-32, *Understanding How to Motivate Communities to Support and Ride Public Transportation* as a further step toward making transit more significant to people, specifically, to identify communication themes that represent the greatest opportunity to build support for public transit. The communication themes were developed using guidance from available information inside and outside of the transit industry and through custom survey research data in a comprehensive program of in-depth exploratory interviews and statistically reliable quantitative surveys. To successfully identify actions that support public transit, the custom survey research was designed to

- Identify current values, perceptions, and decision-making processes that lead to behaviors that support public transportation, and
- Determine the most effective methods for motivating individuals to take action in support of public transportation.

This rest of this report is structured as follows:

Chapter 2 summarizes the research approach and discusses the primary research methodology.

Chapter 3 includes a review of secondary research sources, including prior research and case studies, and includes the following:

- Descriptions of perceptions of public transportation among the general public and specific demographic groups. This section also examines factors that influence these perceptions, focusing on personal values identified in transit-related market research.
- Summaries of current marketing practices in the transit industry, with a particular emphasis on two national programs, Public Transportation Partnership for Tomorrow campaign (PT)[2] in the United States and Visibility, Image, and Positioning (VIP) in Canada. This section also identifies the opportunities and challenges that the industry faces.
- Discussion of marketing and research practices from other industries, paying special attention to the relationship between attitudes, values, and behavior.

Chapter 4 describes the primary research conducted for this study and includes the following:

- The learning from the in-depth exploratory phase, conducted with the general public. The range of perceptions on transit and its riders, possible ways people support transit, and the belief systems people hold are examined.
- Discussion of the preliminary quantitative interviews, which were conducted to reduce the lists of variables for use in the final questionnaire for the full quantitative survey.
- Details of the results of the full quantitative survey. This section examines the measures used in deriving the drivers of transit support, including awareness and use of local transit, perceptions of transit and its specific characteristics, transit-supporting behaviors, and personal deep-rooted values. The chapter concludes with an examination of the variables most strongly associated with support.

Chapter 5 examines the variables most strongly associated with support for public transportation, by building on the survey results summarized in Chapter 4. Chapter 5 highlights the factors that motivate transit-supportive behaviors.

Chapter 6 presents the marketing strategies and communication themes that the research team believes will be effective in motivating more people to support public transit in their communities.

The appendices, which are available for download from the TRB website, provide a full discussion on detailed area sampling procedures and sample balancing, respondent selection instructions, interviewing protocols, dates of data collection, "favorability" ratings of the current research versus 1999 results, qualitative guides, survey instruments, and a description of the multivariate procedures used.

CHAPTER 2

Research Approach

2.1 Introduction

This research project consisted of several phases: a review of prior research and case studies, a series of in-depth exploratory interviews with members of the general public, a first-stage telephone survey to help design the final survey document, and a large-scale survey conducted with 1,800 respondents. The goal was to understand how to motivate people to support transit—that is, to find the values, attitudes, and behavioral characteristics associated with support and to use this information to develop potential communication strategies that stakeholders can use.

2.2 Overview of Review of Prior Research and Case Studies

A comprehensive literature search was conducted, covering current marketing and communication practices inside and outside of the transit industry. The review helped frame and structure the research agenda. The following key issues were the focus of this task:

- What are current perceptions of public transportation? What influences these perceptions?
- What are the emerging opportunities and threats that face the public transportation industry? What changes in the marketplace are expected to influence the support and consideration of public transit in the future?
- What strategies have public transportation agencies used to enhance their public image, to encourage increased ridership, and to build community support?
- What approaches have other industries used to enhance their image and expand their markets?

These findings were used to inform the project's final work plan and approach for developing marketing strategies.

2.3 Methodology of Primary Research

A comprehensive survey research effort was conducted among adults in the United States and Canada who lived in areas with fixed-route public transportation. To ensure that the findings were useful to the transit industry, research was limited to participants who had favorable attitudes toward transit. The research methodology is presented in the following sections.

2.3.1 Overview

The research consisted of three phases:

- Primary research in the form of in-depth exploratory telephone interviews with 30 members of the general public, to provide a thorough understanding of the values and attitudes that could be connected with support. The in-depth interviews were conducted in April and May 2006. The discussion guide is provided in Appendix A.
- A preliminary quantitative survey with 400 members of the general public, used to refine the survey. Participants responded to long lists of value statements and attitudinal statements; answers were statistically analyzed to produce a comprehensive and unique list of items to test in the full survey. This preliminary survey was conducted in June 2006. The survey instrument is provided in Appendix B.
- A full quantitative survey with 1,800 members of the general public. In this survey, people were asked about their use of transit, attitudes toward transit and competing modes of travel, the various ways they might have supported transit in the past, and their values. Extensive multivariate statistical analysis was performed on the results. This quantitative survey was conducted in October 2006. The survey instrument is provided in Appendix C.

2.3.2 The Sampling Universe for All Primary Research

The research was conducted with U.S. and Canadian adults aged 18 to 74 who thought favorably about the effect of transit as a way of getting around in their communities and lived in areas with fixed-route public transit.

Favorability was determined by asking people to rate public transit on an 11-point scale, where a "10" meant they were "extremely favorable" and a "0" meant they were "not at all favorable" about using local public transit. (This is the same rating scale as was used in *TCRP Report 63*.) Respondents had to have a rating of at least "5" on this measure in order to qualify for the research, thus eliminating those who were predetermined to be very unlikely supporters of transit.

Markets with fixed-route transit were identified through resources from the U. S. Census Bureau and the Canadian Urban Transit Association (CUTA). Those U.S. counties with Census Journey to Work data that met the criterion of having at least 300 transit-using workers were targeted for inclusion, presuming the presence of fixed-route service. Counties were assumed to have fixed-route service if they were further classified as a Metropolitan Statistical Area (MSA). If outside an MSA, a manual check was conducted to determine whether fixed-route service was available. In Canada, the key resource used was the CUTA list of municipalities with transit; municipalities were defined using the Forward Sortation Area (FSA) postal code. With these two resources, the research team was able to build a justifiable sample. In the United States, the research team included 467 U.S. counties out of 3,141, accounting for 72% of the population aged 18 to 74 and 98% of all workers. Canadian coverage was 787 FSAs out of 1,566, accounting for 56% of the population aged 18 to 74.

2.3.3 Sample Stratification for All Primary Research

The sample used for the exploratory, preliminary, and full survey was stratified on two dimensions: by country (United States and Canada) and by three population densities (people per square mile: 800 or more, 300 through 799, and less than 300).

In the first in-depth exploratory phase, 30 interviews were completed. In this phase, despite its minimal base, every effort was made to include a full range of markets. The selection of areas and stratification of these areas by country and density are shown in Tables 1 and 2.

In the succeeding primary research stages, including the preliminary survey and the full survey, special attention was paid to the quota assignments of completed surveys. Given that the stratified country and density subgroups were not of equal population, it was necessary to assign disproportionate quotas of completion. Population proportions of eligible respondents were considerably skewed toward the United States in the country dimension and also toward the largest density of 800 people per square mile in the density dimension. Thus, without disproportionate sampling, too few surveys would be done in Canada and in lower density areas to make subgroup analysis viable.

Along with using a disproportionate sample, a weighting or balancing process was conducted prior to data processing to align the stratified subgroups back to their correct proportions. Thus, these stratified subgroups would contain enough completed interviews for separate examination, and the grand totals would be properly weighted to represent the total population universe under study.

Tables 3 and 4 indicate final base sizes by subgroup for the 400 preliminary surveys and 1,800 full surveys. Further discussion of this procedure is provided in Appendix D.

Table 1. Selection of qualitative markets by country.

Country	Markets	Number of Completed In-Depth Interviews
United States	Jersey City, NJ Milwaukee, WI Houston, TX Clark County, WA Boise, ID Albany, GA	24
Canada	Vancouver, BC Halifax, NS Brandon, MB	6

Table 2. Selection of qualitative markets by density.

Density	Markets	Number of Completed In-Depth Interviews
High	Jersey City, NJ Milwaukee, WI Vancouver, BC	9
Medium	Houston, TX Clark County, WA Halifax, NS	11
Low	Boise, ID Albany, GA Brandon, MB	10

Table 3. Completed surveys by country.

Country	Preliminary	Full-Blown
United States	333	1500
Canada	67	300

Table 4. Completed surveys by density.

Density	Preliminary	Full-Blown
High	133	658
Medium	134	571
Low	133	571

CHAPTER 3

Review of Prior Research and Case Studies

3.1 Perceptions of Public Transportation

The scope of activities that can be seen as hypothetically supporting public transit is wide. These activities touch civic, commercial, social, and individual arenas; they may include

- Civic
  - Voting in favor of additional funding for transit, and encouraging officials to do so;
  - Voting for politicians who support transit;
  - Attending public meetings about transit;
  - Publicly advocating for transit in conjunction with nonprofit organizations that support transportation alternatives or other related issues such as environmental initiatives;
  - Contributing vehicles, materials, or money to a public transit service;
  - Writing letters to newspapers in support of transit programs and funding strategies;
  - Providing testimony to agencies in support of legislation.
- Commercial
  - Purchasing advertising in transit systems;
  - Instituting rideshare and transit programs for employees;
  - Supporting and adhering to local/regional requirements imposed on major employers.
- Social
  - Speaking positively about transit with friends, neighbors, and co-workers;
  - Boosting transit-friendly designs and policies to others who are skeptical;
  - Encouraging others to use transit.
- Individual
  - Being more tolerant of inconveniences due to transit-related construction;
  - Increasing personal ridership by finding new ways to use transit or using it more frequently in ways that are not new.

As these examples indicate, activities in support of public transportation extend well beyond transit ridership. In fact, individuals who support transit may not necessarily be transit customers themselves.

This section focuses on perceptions of public transportation and is organized around the following questions:

- Who are the transit industry's stakeholders?
- What is the current range of perceptions of public transportation by various stakeholders?
- What are the factors that determine the perception of public transportation?

3.2 Transit Industry Stakeholders

Stakeholders include the individuals and institutions that may be affected by a transportation program or project—whether that means a service modification, capital project, or funding referendum. In many instances—such as rerouting a service, or in limiting coverage for the sake of efficiency—riders may not always believe there is a benefit to the change. Just as actions in support of transit go well beyond riding the bus, potential transit stakeholders include riders and nonriders and supporters and opponents. Depending on the program specifics, public transportation stakeholders may include any or all of the following (*2-4*):

- **Current riders—**Regular commuters and occasional riders may both benefit from a proposed program.
- **Potential riders—**Proposed actions may attract new riders to transit.
- **Automobile commuters—**Drivers and their passengers may benefit from reduced highway congestion when others use transit.

- **Business community**—Specific segments of the business community will realize different costs and benefits. For example, developers might not have the same concerns as retailers or manufacturers.
- **Community-based, grassroots, and advocacy organizations**—Transit strategies may support the mobility needs of their core constituencies.
- **Environmental organizations**—Although they typically support transit initiatives, they may oppose multi-modal proposals that include highway expansion in addition to transit.
- **Elected officials**—The local political landscape will determine the players and their positions.
- **Transportation planners and managers**—Local, regional, state, or federal professionals with jurisdiction over specific projects will be involved.
- **Transit employees and unions**—Usually traditional transit supporters, some may see rail proposals as a threat to bus-related jobs.
- **Conservative and/or anti-tax organizations**—These groups tend to oppose public expenditures for new services.
- **Adjacent property owners and/or renters**—They may benefit from increased access to their location or experience construction-related effects.
- **Transportation interest groups**—Interests will depend on their particular organizational focus (e.g., transit, bicycle, pedestrian, or highway).

The list of potential transit stakeholders is long and inclusive; specifics will vary by location. Identifying the relevant stakeholders for a specific project or referendum and understanding their attitudes and motivations will help transit operators better target their research, marketing, and public information campaigns.

3.3 Attitudes Toward Public Transportation

Although the range of stakeholders is broad, much of the existing body of research on perceptions and attitudes toward public transportation is based on interviews with the general public, with some research targeted to specific demographic groups believed to be important transit markets, such as seniors and teenagers. Major findings from representative studies are summarized below.

3.3.1 Overview

Transit is not high on the list of concerns for the general public. In 1998, APTA (*5*) conducted a study of attitudes toward public transportation. The survey of 1,500 adults found the following:

- Most Americans (84%) equate public transportation with buses. The next most common images of transit were light-rail/trains (27%) and taxis (27%).
- Two out of three respondents (64%) said transit was available in their communities.

Among the two-thirds with transit in their communities (N = 956), the study observed the following:

- On average, respondents rated transit 6.5 on a 10-point scale (where "1" equaled "poor" and "10" equaled "excellent"). The two attributes that contributed most to the rating were "reliability/operating on schedule" and "convenience."
- Just over half of Americans (54%) perceived transit quality as either a major or minor issue–ranking behind the other eight issues included in the research. Only 21% considered the quality of public transportation a major community issue, well behind public school quality (40%); crime (39%); condition of roads, highways, and bridges (39%); and traffic congestion (37%). Respondents ranked transit quality on par with availability of community health services (22%), air pollution (22%), and parking availability (18%).
- One third (33%) used transit in the past year, including about 15% who used transit within the past month.
- Respondents generally believed that transit riders fell into a few broad categories—seniors (37%), people without cars (29%), students (28%), and commuters (25%).

Concurrent with this is *TCRP Report 63* (*1*), which documented the strength of support for transit, especially in comparison with other industries:

- Transportation was not a major concern for most Americans or Canadians. Rated on a scale of 1 through 10, where 10 was very concerned, transportation issues rated 6.1 among Americans and 5.9 for Canadians. Respondents were more concerned about other issues, such as quality of education, healthcare, crime and safety, and pollution.
- Attitudes toward transit are tepid, based on a meta-analysis of research studies conducted on various industries. On a 10-point scale, transit garnered a positive average rating of 5.6, in what the analysis defined as the "lower middle" category, along with industries like lumber (5.6), natural gas (5.5), healthcare (5.1), and coal (5.0). Transit's ratings were well behind those for charitable associations such as the American Cancer Society (7.8) and the American Red Cross (7.8) and industries such as paper (6.6), steel (6.4), and the electric utility industry (6.4). Several industries also fare worse than transit, among them chemicals, oil and gas, nuclear energy, managed care, and tobacco.

For some, this indifference over transit may be somewhat connected to the idea that transit's existence is not threatened.

Anecdotal evidence from a brief transit strike in New York City in December 2005 illustrates this. When the striking employees returned to work, one commuter summed up her feelings succinctly: "I'm so happy. You take things for granted until something like this happens and then you realize how much you need the subway." (*6*)

TCRP Report 63 (*1*) also documented how respondents characterized specific elements of transit services. In the United States, individuals considered the following features to be personal benefits of transit: inexpensive (18%), convenient (17%), good for the environment (12%), and reduces congestion (9%). Negatives included being time-consuming (20%), lack of availability/access (18%), inconvenient schedules (16%), and crowded (16%). Results were similar for Canadian respondents. Benefits included being good for the environment (17%), convenient (14%), and quick (11%). Dislikes included being time-consuming (25%), inconvenient (22%), crowded (17%), and not available (16%).

Looking more at the societal perspective, *TCRP Report 63* (*1*) identified a range of societal perceptions about transit that were both positive and negative. Major benefits of transit included the following:

- Transit can enhance quality of life by reducing congestion, improving air quality, and providing mobility for seniors, persons with disabilities, and students.
- Transit is reliable, efficient, safe, and convenient.
- Transit is affordable and provides good value.

Negatives identified through the study research included the following:

- Public transportation does not generate benefits for the community at large and takes funding away from roadway improvements.
- Transit is inconvenient, unreliable, inaccessible, unsafe, and uncomfortable.
- Transit is not a prestigious way to travel and focuses on serving the needs of disadvantaged individuals.

The California Department of Transportation (*7*) undertook a study with similar findings. In a telephone survey of more than 3,000 residents, respondents were asked to rate characteristics of transit on a scale of 1 to 7 (where a "7" meant the statement definitely described public transportation). Survey respondents considered transit safe (5.3), inexpensive (5.0), frequent (4.8), clean (4.8), and reliable (4.6). They were less positive about other aspects of service quality and gave lower average ratings to reasonable travel times (4.4), convenience (4.0), and flexibility (3.9).

Surveyed for a study of Intelligent Transportation System (ITS) initiatives (*8*), transit non-riders in four rural communities displayed mixed attitudes toward transit. Generally, they appreciated the benefit of transit on the societal level, recognizing its benefits for the environment and its role as a safety net for individuals without vehicles or in emergency situations. On a personal level, however, many of them indicated they would avoid using transit if they could. Explanations centered on service (transit was inconvenient), availability of alternatives (they needed their cars for work), and personal preference (transit was uncomfortable or not safe).

APTA's 1998 market research revealed a different mix of attitudes (*5*). Although most Americans appreciated the value of transit to individuals, they did not perceive its benefits to society as readily. A great majority of respondents considered transit as a "social equalizer," agreeing with the following statements about transit:

- Helps people with disabilities lead independent lives (94% somewhat or strongly agreed);
- Ensures that everyone has access to doctors and hospitals (86%);
- Allows people to work in any area of their community (80%);
- Expands educational opportunities available to students (76%);
- Provides a substantial number of job opportunities (76%);
- It is more expensive to own and drive a car than to use public transportation (71%).

Americans were less likely to attribute societal benefits to transit, supporting the following statements:

- Transit attracts new business and tourism revenues (64% somewhat or strongly agreed);
- Greater use would reduce traffic congestion (62%) or improve air quality (53%);
- Passengers are the only people who benefit from transit (49%).

(The survey questions were posed as negatives but were reframed here for easier comprehension.)

Consistent with these attitudes, most of the respondents polled for this 1998 survey (70%) believed that people who use transit should bear the costs. Just over half (56%) said that taxpayers should subsidize transit and an equal percentage thought that transit and highway investments should be equal.

3.3.2 Seniors

Because many seniors have given up driving by choice or necessity, they are frequently perceived as a key transit market. Research with seniors themselves, however, has shown that they overwhelmingly prefer other modes. In a study for the

American Association of Retired Persons (AARP), Coughlin (*9*) found that seniors aged 75 or older widely preferred driving. Those who were no longer drivers almost universally considered riding with friends or family the next best alternative. Although they recognized that transit offered independence and they appreciated the low fares, they also were concerned about safety and security (especially at night), difficulty accessing the vehicles, and inconvenient schedules. In a survey of individuals aged 50 or older (*10*), 86% reported that driving was their usual mode. About 5% used public transit, 1% used taxis, and 1% used senior vans as their usual mode.

Other studies have also looked at attitudes toward transportation among seniors, confirming that seniors overwhelmingly prefer traveling by automobile, either as driver or passenger. In another AARP study, Straight (*11*) found that nearly three out of four (73%) seniors (defined as age 75 or older) were currently driving. Among the non-drivers, two out of three (67%) got rides from others, 14% used transit, and 9% used the senior van. In a study conducted for APTA (*12*), three out of four seniors (74%) said they never used transit in their own community. Among those with locally available transit services, more than half (55%) never used transit.

Coughlin (*9*) documented mixed attitudes toward transit among seniors. They recognized the independence that transit afforded them and appreciated its affordability (one focus group participant noted that she paid 15 cents to ride transit). At the same time, individuals expressed their concerns about personal safety and security, including anxiety about encounters with teenagers (sometimes described as "menacing youth"). They also acknowledged frustration with inconvenient schedules and long waits, especially in bad weather. In the APTA research mentioned above (*12*), the top three factors that would encourage seniors to use transit more focused on convenience, comfort, and service availability.

3.3.3 Teenagers

Teenagers, particularly those not old enough to drive, are also considered a potential transit market. In a study for the state of Florida, researchers conducted a series of focus groups with teenagers and their parents (*13*). The researchers identified five issues that influenced teenagers' mode choice decisions:

- **Safety—**Safety was a major issue for teens and their parents. Respondents expressed concern about their personal safety while using transit, especially after dark, but parents and some teens also had concerns about driving safety.
- **Cost—**Teens and their parents perceived transit as a more affordable alternative to driving.
- **Availability/Convenience—**Teenagers who had access to vehicles (as drivers or passengers) generally considered them more convenient than transit. However, some teenagers do not have driver's licenses, and others considered parking availability an obstacle.
- **Reliability—**Teenagers generally considered transit unreliable because of traffic delays and the potential for bus accidents and/or breakdowns. Traffic congestion affected driving, as well, but participants could schedule their automobile travel to avoid congestion.
- **Image—**Transit was generally not considered "cool," although rail had a better image than buses.

Some respondents expressed extremely negative attitudes toward transit—and toward buses in particular—saying they were for poor people, they traveled in bad neighborhoods, and they were unsafe, unreliable, and dirty. Respondents expressed concern about being kidnapped or raped while waiting for the bus. Rail did not incur the same negative attitudes.

Yet, based on these focus groups, the researchers identified some areas where parents and the teens themselves believed transit had a competitive advantage over driving, particularly independence, safety, and cost. (See Table 5, which summarizes the transit benefits that each of these groups perceive. If emphasized in communications they could conceivably increase ridership and/or support for transit.)

3.3.4 Anti-Transit Sentiment

It is clear from the above that there is both indifference to transit (compared with other industries and issues) and recognition of negative aspects as well as positive benefits. Both the indifference and the ambivalence can be seen as hurdles to

Table 5. Benefits of transit for teenagers and their parents.

Issue	Teens	Adults
Independent mobility	Dependent on parents for transportation	Transporting children is time-consuming
Safety	Concerned about the responsibility of driving	Concerned about child driving unsupervised or traveling with other teenage drivers
Cost	High cost of car travel	High cost of car travel

Source: Cain, A., Hamer P., and Sibley-Perone, J., *Teenage Attitudes and Perceptions Regarding Transit Use*.

provoking more support for public transit. Concentrating more clearly on the anti-transit attitudes (*14*), many of these beliefs stem from anti-tax philosophies or lack of information about transit's benefit to them. Anti-transit arguments generally focus on transit's market share, construction costs, and economic benefits (or presumed lack thereof). Typical arguments include the following:

- Only 2% of all trips are made on light rail.
- Transit funding would be better spent on expanding highway capacity.
- Transit ridership has decreased.
- Americans love their cars.
- Transit agencies should be privatized and compete in the free market.
- Bus is cheaper than light rail.
- Transit is highly subsidized.
- Most new jobs are in the suburbs, but rail transit can only serve urban cores.
- Transit brings crime into a community.

The facts about transit do not support these arguments. For example, Table 6 summarizes arguments frequently used to oppose investment in light rail and the facts that refute them.

3.4 Personal Values

What accounts for these perceptions (or, in some case, misperceptions) of public transportation? In some cases, research has identified underlying values that influence attitudes toward transit. Many of these values are inextricably linked with attitudes toward driving and the private automobile. Others relate to perceptions of safety, class, and status. Some research has looked at particular market segments in some detail—particularly seniors and teenagers—in order to identify the values that guide their transportation attitudes and choices.

3.4.1 Characteristics of Transit Linked to Values

Understanding the values that underlie (and indeed help form) these attitudes and perceptions is essential to developing support for transit. *TCRP Report 63* (*1*) identified four key values that resonated for riders and non-riders alike:

- Providing opportunities for people from every walk of life;
- Having lots of choices and options available;
- Easy access to things you need in everyday life; and
- Having mobility and freedom to do what you most want to do.

The research also identified four secondary values that focused on the service-related benefits of public transportation. Although these values may sound similar to the attitudes discussed in the last section, they are different in their power to motivate other attitudes and behavior. These included making transportation systems safer, reducing road congestion, less pollution, and economic vitality. (The last message was only meaningful to people who took publicly active roles in their communities.)

In Portland, Oregon, the Tri-County Metropolitan Transportation District of Oregon (TriMet) (*15*) conducted the Voice of the Customer (VOC) research program to identify the products and messages that would attract and retain riders. Part of the research focused on the customer decision-making process and identified the key motivators for using TriMet. The study determined that transit was no different from other consumer products—individuals used the same decision process for riding transit as they used for any other product.

Based on this customer research, TriMet defined a hierarchy of motivators for trying and using transit. First, were three "primary motivators:"

- **Convenience**—Included ease of access and ease of use;
- **Value**—Focused on cost savings through employer subsidy programs and reduced driving costs; and
- **Necessity**—Motivation for those who did not drive or chose not to for safety or other reasons.

Next, several "supporting motivators" were identified. These were not motivating factors alone, but helped support the decision to use transit (or to increase usage). They included concerns about the **environment**, **safety** (the ability to avoid driving on dangerous roads), and **clean** transit facilities.

Finally, TriMet identified a series of "ongoing motivators." Again, these alone would not convince individuals to use transit, but they worked in combination with the primary and supporting motivators. They included

- **Performance/reliability**—Issues of transit service, schedules, and vehicles.
- **Comfort**—Concerns included overcrowded rail vehicles and buses without air conditioning.
- **Feeling secure**—Included concerns about personal safety on transit vehicles as well as ability to avoid traffic accidents.

Using this information, TriMet conducted a more detailed qualitative assessment that defined three communication themes that resonated with customers:

- **Value**—Passengers saved time and money and could more easily reconnect with others in their community.
- **Adventure**—Children and adults enjoyed seeing and doing new things.

Table 6. Perceptions and reality about light-rail investment.

Myth	Response	Examples
Light rail has been a failure everywhere.	Ridership has generally exceeded projections for new light rail lines.	Salt Lake City's TRAX projected weekday ridership of 14,000, but the first four months averaged over 19,000.
Transit is a declining industry.	Total transit ridership has increased every year since 1996.	Seven of ten cities adding Light Rail saw increased ridership over time; in Sacramento, ridership increased 75.8%; the smallest increase was in Dallas (14.5%).
Commuting by rail is slower than commuting by car or express bus.	In urban areas, train travel is faster than driving through congested areas during rush hour.	Virginia Railway Express users on the Manassas and Fredericksburg lines reported their trips were shorter with rail than with car. For the Manassas line, 44% reported trips of less than an hour with the train, vs. 36% before using the train. On the Fredericksburg line, 25% reported trips of less than an hour using train, compared to 18% beforehand.
Transit does not relieve congestion.	High-quality transit, especially rail, has been shown to reduce congestion.	St. Louis's MetroLink Light Rail removes an estimated 12,500 cars from rush hour traffic, and has been lauded by the Chief of Police for its positive impact on traffic patterns.
Where transit is needed, buses are better than rail.	Bus and rail may serve different markets, have different purposes, and are not interchangeable.	Profiles of bus and rail riders are very different, and where bus provides mobility for many without cars, rail users typically can drive if they choose. In St. Louis, 79% of rail users were not transit users prior to rail's introduction.
Most new jobs are in the suburbs, but rail transit can only serve urban cores.	Rail can be designed to serve suburban locations, especially in combination with local distributor services like shuttles.	Tri-Met (Portland, Oregon) extended its rail service west to a growing area, with Westside MAX. It quickly exceeded its projected ridership figures, demonstrating how transit can serve even outlying areas.
Rail transit does not spur economic development.	Rail investment has been shown to bring increased investment, higher property values, higher rents, and more customers.	Office rents increased near Metrorail stations in Washington, D.C. The Metrorail system has led to more jobs, more office space, and more revenue for Virginia.
Transit brings crime into a community.	Serious crime on rail transit systems is rare. While some evidence has suggested that property crimes have increased around new rail systems, security features can be built into the system from the start.	Most crime on transit systems is fare evasion, which does not threaten riders or communities. (93% of all crimes are property crimes, and 81% of them are fare evasions.) Riders on San Diego's trolley system rate safety and security highly, and given their urban context the scores are very positive. As for bringing crime to a community, no comprehensive studies have been done to support or erode this perception.

(continued on next page)

Table 6. (Continued).

Myth	Response	Examples
Most light rail riders are former bus riders.	Many light rail passengers are "discretionary" or "choice" riders who previously would have driven their cars.	Los Angeles's Blue Line is atypical, since it serves an area where people are heavily dependent on transit. In St. Louis, 85% of light rail riders were not former bus riders. One San Diego corridor saw weekday ridership increase from 3,000 on buses to 18,000 on Light Rail.
Free market competition and privately operated transit are better for the economy.	Both transit and highways are heavily subsidized and there is no practical way to level the playing field.	Annual highway subsidies range from $439 billion to $1 trillion, far more than estimates of transit subsidies ($17.1 billion).
On average, most of the seats on a bus or train are empty.	Transit systems are designed to handle peak-period volumes, when vehicles are full.	The percentage of seats filled on buses (24%) and commuter rail (28%) are comparable to private automobiles (22% if you assume 5 seats, 27% if you assume 4 seats). With rail, usage is over 40%.
It would be cheaper to buy or lease a new car for every rider than to build a new light rail system.	The cost of outfitting every transit rider with a new car would come close to half the annual federal deficit. Moreover, giving every transit rider a car would increase congestion and create demand for additional highway investment.	While critics claim it would be less expensive to buy every rider a new BMW, this is an exaggeration. Doing that in St. Louis would have cost $1.1 billion, more than twice what it cost to build the St. Louis rail system.
Source: Weyrich, P.M. and Lind, W.S., *Twelve Anti-Transit Myths: A Conservative Critique.*		

- **Less stress**—Respondents felt relaxed when they arrived at work or home, they did not have to find a parking space, and they avoided road rage.

These themes integrated both the rational and emotional aspects of transit ridership and were incorporated into TriMet's marketing materials.

3.4.2 Comparisons with Driving

Some of the negative impressions of transit—such as inconvenience—appear to result from direct comparisons with driving. *TCRP Report 82* (*16, p.87*) confirmed this in a study of transportation alternatives for seniors:

> At least for those seniors participating in the focus groups, the strengths of automobile travel are often directly juxtaposed against the weaknesses of public transit—at least, as those transit services are most frequently offered at the present time. On all the travel attributes that seniors reported as most highly valued—reliability, proximity, flexibility, and comfort—automobiles were rated very highly and transit modes were rated poorly.

A study of drivers in Vancouver, B.C., showed similar results (*17*). Respondents indicated their level of agreement with a series of statements on a 10-point scale; a score of 1 indicated *disagree completely* and 10 indicated *agree completely*. Strong agreement indicated scores of 8-10, and disagreement showed scores of 1-4.

- Most drivers agreed that everyone would **save time** with fewer single-occupant vehicles on the road (71% strongly agreed). Perhaps consistent with that perception, drivers did not think transit would help them save time, indicating that they were more likely to arrive on time if they drove (58%) and that transit was too time-consuming (56%). They were less concerned about the value of their time—one in three (31%) strongly agreed that transit gave them time to read or relax and only 25% said that they wasted time sitting in rush hour traffic.
- Drivers acknowledged the value of **control** over their schedules and activities. They strongly agreed that there would be things they could not do without driving (71%) and just under half (48%) did not want to be locked into a bus schedule. Drivers also enjoyed the privacy of driving (56%) and only 12% were interested in seeing the same people on the bus every day.

The drivers surveyed also revealed some negative attitudes toward driving. About 47% agreed that driving in rush hour

was stressful, and only 19% said that they loved driving and loved their car.

A study of transit riders and non-riders in Florida documented similar attitudes toward transit in relation to driving (*18*). Generally, non-riders indicated that convenience and accessibility were barriers to transit use. They preferred to drive because of **comfort** in their own vehicles—they could lock the doors, decide who accompanied them, and choose their own routes or schedules.

3.4.3 Safety and Security

Many individuals held strong opinions about their personal safety and security while using transit. In the study cited above (*18*), transit riders in Florida expressed very specific concerns about their personal safety when using the bus. For example, they expressed agreement (**agree** and **strongly agree**) with the following statements:

I worry about my safety when . . .

- Walking to the bus stop (31%);
- Waiting at the bus stop (24%);
- Riding the bus (25%);
- After getting off the bus (26%).

I worry about my safety when a group of "loud, unruly" people . . .

- Come to the bus stop (42%);
- Get on the bus (43%).

There are times when "unpleasant people" . . .

- Come to the bus stop (46%);
- Ride the bus (47%).

I worry for my safety because of . . .

- Crime around the bus stop (34%);
- Terrorism (21%).

3.4.4 Status and Choice

Also in Florida, about half of riders and three-fourths of non-riders surveyed agreed that most people use the bus because they have no choice (18). Most non-riders (78%) felt sorry for bus riders. Focus group participants generally considered the bus to be a last resort and believed that people rode the bus only if they did not have access to a car. They characterized bus riders as poor or low income. A few focus group participants indicated that they would be embarrassed to ride the bus, but this was not a widely expressed opinion. Similarly, individuals surveyed by the California Department of Transportation (*7*) believed that transit riders were not like them and rated the statement "People who are like me use [transit]" 3.8 on a scale of 1 to 7 (where a "7" meant the statement definitely described public transportation).

Drivers surveyed in Vancouver revealed complex attitudes toward **status and cost** issues (*17*). About equal numbers strongly agreed that their vehicle was a statement of status or lifestyle (37%) and that they were concerned about the high cost of owning and operating an automobile (39%).

3.4.5 Environmental Concerns

Numerous market research studies have identified other values that influence attitudes toward transit. On the positive side, people who are concerned about the **environment** tend to see the benefits of transit. Drivers surveyed in Vancouver, B.C., also saw a connection between transit and the environment (*17*). About 57% of drivers were highly concerned about global warming and/or pollution. Most attributed the source to be private vehicles for personal use (44%) or industry, farming, and manufacturing (34%). However, as *TCRP Report 63* (*1, Part I, p. 10*) noted, "the fact that environmental issues are not high on the average citizen's list of most important national problems means that public transportation, as a solution for cleaner air, is not in high demand."

3.4.6 Summary

Some values were cited frequently, crossing the lines between riders and non-riders, different demographic groups, and different geographic areas. These included values associated with personal mobility, value, safety, stress, and social consciousness. Table 7 lists commonly identified values, along with their implications for transit.

3.5 Market Segmentation

Market segmentation is a powerful tool for understanding how different members of the public approach transit. *TCRP Report 36* (*19*) identified some commonly used ways to segment survey data to better understand potential target customers, including the following:

- Attitudinal
  - **Psychographics—**Consumer characteristics that may affect attitudes toward transit, such as lifestyle and personality traits;
  - **Benefits or needs—**Based frequently on what the segments believe is important in transit or getting to their destinations, but perhaps also on how transit is viewed for what it delivers, such as comfort and convenience;

Table 7. Summary of values associated with public transportation.

Category	Transit Positive	Transit Negative
Safety	**Safer** than driving	Concern about **personal safety** at stations, bus stops, and vehicles
Economic Value	**Cheaper** than driving	**Uncomfortable/Crowded**
Emotions	Less **stress** than driving	No **control** over travel decisions
	Transit is an **adventure**	Less **status**
	Participate in **community** life	
Mobility	Provides **independence** to non-drivers (self or others)	**Inconvenient/Time-consuming**
Social issues	Supports **environmental** goals	

- **People Profiles**
  - **Behavior—**Typically ridership frequency or usage, but it can also include behaviors such as participation in the "public square;"
  - **Physical attributes—**Demographic and socioeconomic characteristics, such as age, population density, and home ownership.

Several different approaches to market segmentation are presented below.

3.5.1 Attitude-Based Segmentation

Several studies have used attitudes or psychographic characteristics to segment transit riders and non-riders. Examples from APTA, *TCRP Report 63*, and TriMet are highlighted below.

In its 1998 APTA study cited earlier, Fleishman-Hillard (*5*) identified five groups of consumers based on various attitudes toward public transportation. Three groups included transit supporters, one group opposed transit, and one group was undecided. Support for transit was measured by attitudes about the benefits of transit (for individuals and/or society), opinions about taxpayer support for transit, and perceptions of transit riders (e.g., people who do not own cars). Individuals were also categorized by their own level of transit ridership. (See Table 8.)

As this typology makes clear, about two-thirds (66%) of Americans support transit, regardless of whether they themselves ride public transportation. In fact, the largest segment of supporters—socially conscious non-users—consisted of non-riders by definition.

Also of interest are the differences between the two user groups. Socially conscious respondents disagreed with the premise that people without cars are the primary users of transit; in fact, members of this group owned cars and still used transit. In contrast, the individual beneficiaries saw themselves in that statement; members of this group were the most likely to have one or fewer working vehicles in their household.

As part of an effort to enhance transit's visibility and image, *TCRP Report 63* (*1*) grouped the public according to their overall attitude toward transit, using their rating on a 10-point scale to differentiate among them. Three groups were isolated: transit supporters (36%, rating 8-10 on the 10-point scale), swing (33%, rating 5-7), and non-supporters (31%, rating 1-4). Swing supporters were identified as a primary target, given their potential for attitude change—that is, they were neither supporters nor non-supporters. By examining their levels of familiarity with and use of transit, it was determined that "new information and new linkages to personal values will be required to improve the perception and support for public transportation among these members of the

Table 8. Attitude-based market segments.

	Socially conscious, do not ride	Socially conscious, and ride	Individual beneficiaries (and ride)	Nay-sayers (and do not ride)	Fence sitters (and do not ride)
Percent	26%	19%	21%	16%	18%
Ride transit	No	Yes	Yes	No	No
Transit benefits individuals	Yes	Yes	Yes	No	Maybe
Transit benefits society	Yes	Yes	No	No	Maybe
Taxpayers should support transit	Yes	Yes	Yes	No	No
People without cars ride transit	Yes	No	Yes	Yes	Yes

Source: Fleishman-Hillard Research, *Market Research on National Current Public Attitudes Toward Public Transportation.*

non-supporter and swing groups" (*1, p.14*). Without first breaking the public into groups based on support, this learning might have been missed.

Notably, there are differences in the proportion of the public who support transit as registered in *Report 63* (36%) versus the 66% indicated in the 1998 APTA research by Fleishman-Hillard (*5*). *Report 63* split people on a single dimension, as opposed to the multiple dimensions used in the 1998 APTA research.

TriMet used a similar psychographic approach to better understand how to target services and marketing to residents of its service district (*20*). Based on a telephone survey of 2,600 residents, respondents were clustered into five groups based on their attitudes toward transportation benefits:

- **Transit is a lifestyle choice** (35%)—Strong bus and TriMet supporters. They consider riding the bus convenient, a great idea, and economical and recognize a link between transit and quality of life. About 58% already ride TriMet.
- **I use transit when it makes sense** (16%)—Occasional riders with other transportation alternatives. Just over half (52%) ride TriMet at least twice a month. Respondents were generally positive about transit, but did not offer compelling reasons to ride more often.
- **Riding the bus saves money for my family** (10%)—Occasional riders who consider transit a way to get around. Just under half (47%) ride TriMet at least twice a month. They showed less concern than average about environmental or social benefits of transit.
- **I'm not comfortable riding the bus** (26%)—Mostly females who expressed concerns about personal safety. They were not comfortable with people they do not know nor did they like crowded vehicles with no available seats. They recognized the societal and environmental benefits of transit.
- **There's no way I'm getting on a bus** (13%)—Prefer driving to transit in all circumstances and think that conditions in Portland are on the wrong track. When they ride transit (24% rode twice or more in the previous month) they prefer light-rail. They characterized the bus as slow, time-consuming, and inconvenient.

Only 13% strongly opposed transit—especially the bus—and others showed support to varying degrees. All groups included riders and non-riders, although level of ridership showed some correlation with attitude.

3.5.2 Behavior-Based Segmentation

Some transit organizations have used market segmentation to help target key subgroups among their existing riders. Although such approaches are not designed for assessing attitudes among the general public, these approaches can still help transit operators expand support among their ridership base.

Customer Loyalty

Recent research has explored the use of market segmentation strategies based on measures of customer loyalty. For example, using data from the Australian passenger rail network, Cousin and Barrett (*21*) identified four market segments based on attitude and transit dependence.

Committed transit riders generally had a positive attitude toward transit and had no other travel options; loyal riders also had positive attitudes, but had other alternatives. Customers who displayed negative attitudes toward transit were categorized as **undependable** (if transit dependent) or **at risk** (if they had alternatives). (See Table 9.)

Similarly, Foote, Stuart, and Elmore-Yalch (*22*) looked at riders on the Chicago Transit Authority (CTA) bus and rail system. Customers were segmented based on their responses to three questions on a customer satisfaction survey:

- How satisfied are you overall with CTA (bus/rail) service?
- How likely are you to continue riding CTA (bus/rail) service?
- How willing are you to recommend CTA (bus/rail) service to a friend, family, or co-worker?

Based on their answers (using a scale of 1-5), customers were grouped into four segments: **Very loyal or secure**, **Loyal**, **Vulnerable to being lost**, and **Highly vulnerable to being lost**.

Public Visibility

TCRP Report 63 (*1*) used an overall attitude toward transit to define three groups of people, but also isolated a behavioral group that cut across all three groups of supporters,

Table 9. Transit customer typology based on loyalty.

	No other travel options	Other options available
Positive attitude toward transit	Committed	Loyal
Negative attitude toward transit	Undependable	At risk

Source: Cousin, M-A and Barrett, S., "Using Customer Understanding to Drive Marketing Strategies in Public Transport"

swing supporters, and non-supporters. Called *Influentials*, they made up about 22% of the population. These individuals can be considered opinion leaders and have participated in at least four of the following activities:

- Regularly read the editorial page;
- Write or telephone radio or television stations to express their opinions;
- Actively participate in a local issue;
- Write to the editor of a magazine or newspaper;
- Work for a political party or candidate;
- Speak at a public meeting;
- Have written or visited public officials about some matter of public business;
- Write or say something that has been published.

Since 2002, APTA has conducted a series of follow-up studies designed to track changing attitudes toward transit over time (*23*). The most recent study, conducted in Spring 2005, polled Influentials living across the nation and an additional group living in Washington, DC. These tracking surveys revealed the following:

- The overall level of favorable opinion toward public transportation increased between 2002 and 2004 and has held steady since. Within Washington, DC, favorable opinion has declined since the 2002 benchmark.
- Although Americans continue to rank driving their own car more favorably than transit, positive attitudes toward driving have decreased since 2004 and favorability toward most types of transit has increased. Attitudes toward rail have stabilized at 2002 levels.
- For the first time since tracking began in 2002, a slim majority of Americans (51%) strongly support the allocation of tax dollars toward the expansion and improvement of public transportation services in their community; overall, 78% expressed some level of support for such investments.
- In the District of Columbia, support for the allocation of tax dollars for transit, while still strong, has eroded somewhat since 2002. In 2005, 58% of residents strongly supported such investment, down from 63% in 2002.
- The level of awareness of specific benefits centering on freedom and mobility, access, opportunity, community, economy and choice, and traffic congestion reduction increased among Influentials in Washington, DC., but decreased nationwide.

The support for public funding of transit was substantially higher in this survey than in the earlier 1998 APTA survey. Much of this seeming disparity is the result of using different methods to split the general public into groups. *Report 63* (*1*) used a single rating variable to define its groups; the 1998 research conducted by Fleishman-Hillard (*5*) used various attitudes as well as ridership.

Situational

Parsons and Stewart (*24*) tested an alternative approach to market segmentation, based on travel circumstances. They divided customers by trip type—regular or irregular. Key to this analysis is the recognition that customers can belong to both market segments, sometimes within the same trip. For example, an individual commuter may make a *regular* daily trip between home and work. On occasion, however, that commuter might make a stop along the way on the trip home to pick up groceries or dry cleaning. This errand (an example of trip chaining) would be considered an *irregular* trip in this typology. Market segments can be further subdivided by other characteristics, including trip type (e.g., work versus shopping) or demographic factors. The researchers used this typology to test the effectiveness of various marketing messages in support of transit.

3.6 Current Practices in the Transit Industry

As the previous section has shown, the transit industry faces some unique marketing challenges. Accordingly, public transportation agencies have used a wide range of strategies to enhance their public image, to build community support, and to encourage increased ridership. In this section, the challenges of marketing transit are summarized and successful strategies are documented.

3.6.1 Challenges of Transit Marketing

Transit agencies face unique challenges in promoting their services and, by extension, themselves. *TCRP Report 50: A Handbook of Proven Marketing Strategies for Public Transit* (*25*) cites some of the challenges unique to transit marketing:

- Subtle (or "invisible") benefits that are often long-term: increased transit use leads to less pollution and congestion.
- Beneficiaries include societal (and sometimes abstract) entities: these include long-term benefits like cleaner air, lower healthcare costs, and reduced congestion.
- Multiple audiences with potentially conflicting agendas: the long list of stakeholders can include riders, politicians, officials, advocacy groups, and private-sector interests.
- Limited opportunities for modifying services: routes and schedules may not be able to meet travel needs.
- Marketing the same services to various groups: for example, seniors, students, and commuters may have different travel needs and may hold different values.

Despite these challenges, the report (*25, p. 1*) highlights the importance of applying standard marketing theory and principles to transit:

> The transit industry has realized that it is not unlike any other industry or business sector when it comes to customer relations. Some of the most successful public transit systems have adopted an approach to marketing of services that does not differ from any privately owned or operated service.

Some transit organizations have successfully applied these principles, as summarized in the following sections.

3.6.2 National Marketing Campaigns

Two national marketing campaigns have been launched to improve the image of transit: Public Transportation Partnership for Tomorrow $(PT)^2$ and Visibility, Image, and Positioning (VIP). Both campaigns emerged from the findings and recommendations of *TCRP Report 63*.

In 2000, a coalition of transportation providers, government agencies, corporations, and other interested organizations formed $(PT)^2$ to launch a national outreach campaign (*26*). *Public Transportation: Wherever Life Takes You* was designed to educate the public about the benefits of transit in order to develop broad-based support for increased investment in public transportation and pro-transit policies. According to APTA:

> The campaign will emphasize the American values that characterize the personal benefits of public transportation: opportunity, choice, access and freedom. These elements enable people to accomplish what is important to them, making communities stronger and more vibrant for riders and non-riders alike.

The $(PT)^2$ campaign has four major goals:

- To increase federal funding for public transportation;
- To broaden support at the regional, state, and local levels;
- To improve perceptions about the value and benefits of public transportation; and
- To increase appreciation for public transportation's contributions to local communities.

In 2002, the Canadian transit industry launched the VIP campaign, which was designed to increase awareness and build support for public transit in Canada. Like the $(PT)^2$ campaign, VIP was based on the research conducted for *TCRP Report 63* with a message organized around the personal values of access, mobility, and freedom (*27*).

Campaign activities have focused on building support for public transportation among riders and non-riders, particularly those who are considered activists and opinion leaders. Both campaigns have worked to disseminate a single national message through print and electronic media. In support of this message, APTA and VIP have made marketing materials available to local transit operators to customize for use within their own communities. In addition, $(PT)^2$ focused many of its recent activities to support reauthorization of the national surface transportation program, SAFETEA-LU (Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users).

3.6.3 Local Initiatives

In addition to these national marketing campaigns, individual transit agencies have implemented local programs to garner political support or increase ridership.

In Portland, Oregon, TriMet (*15*) determined that its customers make decisions about transit use the same way they approach other consumer decisions. The five-step process, defined in the marketing literature, consists of the following:

- **Problem recognition—**The buyer defines a need, which may include traffic stress, high costs of driving, or environmental concerns.
- **Information search—**The buyer seeks information passively (pays attention to existing transit advertising) and actively (gathers schedule and route information).
- **Evaluation of alternatives—**Consumer develops beliefs about the various alternatives that influence the decision to purchase (or use) the product. For example, different consumers might consider light rail to be easy to use or, alternatively, convenient only for people who live within walking distance.
- **Purchase decision–Trial—**The customer forms preferences among alternative products (e.g., bus, rail, and automobile) based on factors such as timing, risk, and convenience. For example, many respondents tried transit during a free weekend promotion for a new rail line.
- **Post Purchase Behavior–Adoption—**Various motivating factors determine whether a consumer will become a regular user after the trial.

Using this information, TriMet identified a series of messages that resonated with its customers and developed a highly targeted marketing program that incorporated these messages. The campaign targeted infrequent riders, aged 35–54, who had transportation choices and household income of $50,000 a year. A series of radio advertisements was developed using different musical themes (e.g., Broadway, jazz, mariachi, and country western) to promote off-peak events accessible by transit. The radio spots used the tagline *How We Get There Matters*.

In another illustration of a marketing campaign, Partners for Smart Commuting (*28*), a coalition of government agencies in Washington, Oregon, Montana, Idaho, and Nevada,

developed the **move it!** Youth Project. The goal of the campaign was to create long-term attitudinal and behavioral change in middle school students regarding travel choices before they reached driving age. Designed as a grassroots community-based effort, the King County **move it!** Youth Project engaged students in discussing transportation issues. Brainstorming focused on three questions:

- Why can't we get there from here?
- What is our transportation dream world?
- What is our shared vision for eco-friendly transportation in our community?

The program led to an outreach campaign designed to present alternative transportation information to fellow students by hosting tables at special events. Some 2,000 people visited the information table over the course of the program, and students were asked to make presentations to local governmental bodies and were interviewed on local television programs. Students distributed more than 3,000 promotional items; 1,200 booklets; and the **move it!** website received more than 500 hits. By tapping into shared visions for transit, the program identified key values that resonated with its target audience.

Similarly, in Vancouver, B.C., Better Environmentally Sound Transportation (BEST) developed the **off ramp** program to encourage secondary school students to choose alternative transportation modes (*29, 30*). The **off ramp** program recruits, trains, and supports student leaders as they develop programs targeted to their peers. Activities have included a "climate change jeopardy" game show, "sustainability joy ride," "carpool dating game," and "funky flash passes." To date the program has reached more than 12,000 secondary school students and teachers.

3.7 Opportunities and Challenges

Transit today faces numerous challenges—both external and internal. This section looks at the changing transit marketplace and identifies strengths, weaknesses, opportunities, and threats.

3.7.1 Changing Travel Patterns

Total transit ridership has grown in recent years. According to APTA (*31*), transit ridership increased 2.1 percent in 2004, with the largest increases registered in light rail (8.2%) and paratransit (4.1%). This continued an upward trend, which saw U.S. transit ridership grow by 23% over the previous 10 years. Nevertheless, the transit market is changing and continued growth may require new approaches to addressing travel needs. In a study prepared for APTA, Hemily (*32*) identified some of the changing land-use and travel patterns that provide challenges and opportunities for public transportation:

- **Growing sprawl—**Migration of jobs and housing to the suburbs, growth of edge cities, and growth of big-box retail.
- **Growing automobile use—**More cars, more single-occupant vehicles, and longer commutes.
- **Growing congestion in urban cores—**Greater delays and worsening air quality.
- **Changing travel patterns—**Increase in non-work trips, nontraditional work schedules, longer commutes, and more trip-chaining.

Many transit agencies are finding it increasingly difficult to attract new riders and retain current passengers in the face of these major changes in land use and travel patterns. Services oriented around downtown cores and traditional commuting hours cannot easily serve dispersed origins and destinations and the 24/7 schedules associated with the service economy.

In markets like this, transit cannot easily compete with the private automobile. As *TCRP Report 63* (*1, Part 1, p. 20*) said clearly and emphatically, "The automobile is an indispensable and loved member of the American family."

Reliance on the private vehicle continues to increase. According to Pucher and Renne (*33*), "The most salient trend in American travel behavior over the past four decades has been increased reliance on the private car for urban travel, with corresponding declines in public transit and walking." According to the 2001 National Household Travel Survey (NHTS) (*34*), Americans own more cars and spend more time in them:

- On average drivers in 2001 drove 3,000 more miles per year than those in 1995.
- Between 1969 and 2001, the number of vehicles increased at an annual rate one-and-a-half times faster than the number of licensed drivers.
- In 2001, 23% of households had three or more vehicles, compared with 19% in 1995.
- In 2001, 5% of commuters used transit as their typical mode to work; this percentage has not changed since 1983.

Perhaps most alarming, according to the NHTS, America now has more cars than licensed drivers. Although the mean number of vehicles per household was 1.9, the average number of licensed drivers per household was 1.75.

A recent phenomenon that has affected the balance between transit and automobiles is the rising price of gasoline. In one widely reported study (*35*), consumers indicated that they would begin to take actions to conserve gasoline when prices reached $2.50 per gallon. At that level, about 8% of consumers indicated that they would take public transportation

and 15% said they would carpool. At $5.00 per gallon, fully 59% of consumers would try transit and 66% would carpool. In fact, many transit agencies reported an increase in ridership when gas prices rose after Hurricane Katrina hit the Gulf Coast of the United States in August 2005 (*36*). With the average U.S. gas price peaking at $3.04 per gallon in early September 2005, agencies in New York, Texas, Pennsylvania, and California were reporting ridership increases on bus and rail. Consistent with those findings, a national consumer survey conducted on behalf of the Urban Land Institute (*37*) reflected growing concerns about gas prices. Respondents listed gas prices as one of their top three concerns, following education and crime; findings were consistent across ages, regions, and land-use settings. Moreover, most respondents indicated that rising gas prices had encouraged them to make changes for commuting and other trips. About 35% of respondents bought a more fuel-efficient car, and half said they would switch to transit if service were closer to home or work. Whether these trends will continue after gas prices return to earlier levels is not yet known.

Growing interest in smart growth and transit-oriented development (TOD) may help offset the problems associated with sprawl. Both encompass a range of planning and design strategies that encourage compact and mixed-use development and facilitate pedestrian activity and transit use. The Sierra Club (*38*) has identified exemplary examples of smart growth and TOD. Successful projects incorporated elements designed to encourage sustainability; of particular relevance to the transit industry, these projects offered alternatives to driving, including opportunities for walking, bicycling, and transit use. For example, the Fruitvale Transit Village in Oakland, California, converted a parking lot into a mixed-used development oriented around an existing station on the Bay Area Rapid Transit (BART) rail line. Instead of the large commuter parking garages originally planned for the site, the area has new housing, restaurants and offices, community facilities, and a bicycle storage facility. Commuter parking is still available, but it serves the periphery of this pedestrian-oriented locale, rather than dominating the site, as originally planned.

3.7.2 Demographic Shifts

The demographic make-up of transit riders is also changing. Much has been written about the aging of America. According to AARP (*39*), the number of individuals aged 65 and older has increased by 111% between 1960 and 2000, and the number is expected to grow an additional 17% by 2011. In 2000, only 21% of seniors lived in central cities, which typically have the highest level of transit service; 56% lived in the suburbs and 23% lived in rural areas. Moreover, this trend is not confined to a few retirement areas. Contrary to popular belief, most seniors are not retiring to warmer climates but are aging in place. The Surface Transportation Policy Project (*40, p.3*) reported that 20 years from now seniors will make up at least 20% of the population in most U.S. states. Many will be living in localities with limited transit alternatives:

> Most older adults in 2025 will have spent their adult life getting around by driving, and in many cases, will have chosen a home in a place where the only transportation mode available is the automobile. People aging in spread-out suburbs will soon be facing the transportation challenges that rural Americans already confront: friends, stores and family are far away and often connected only by car.

Another growing market is the immigrant population. According to the U.S. Census Bureau (*41*), foreign-born residents made up 12 percent of the U.S. population in 2004, exceeding 34 million. Rosenbloom (*42,* p.40) identified immigrants as an important transit market, noting that they "remain more likely to use transit, even after years in the United States and even when their income increases substantially." Similarly, Heisz and Schellenberg (*43*, p. 1) examined the use of transit among immigrants to major Canadian cities:

> The central finding is that the propensity to use public transit to commute to work is far higher among recent immigrants than Canadian-born persons and that this difference remains when gender, age, income, distance to work, and distance from the city centre are taken into account. One implication is that population growth based on immigration, will place greater demands on public transit systems than growth based on natural increase.

Ferrell and Deakin (*44*) reported that recent immigrants to California were more likely to use transit than native-born residents. The acculturation process took about 10 years, after which immigrants switched to driving, but newer arrivals can be expected to follow the same pattern. Referring to new Hispanic immigrants, Casas, Arce, and Frye (*45*) observed that limited access to automobiles, coupled with high rates of labor force participation, made this group particularly dependent on transit. Similar patterns were noted in New York City, where recent immigrants contributed to high transit ridership in certain neighborhoods (*46*).

3.7.3 Institutional Barriers

Transit agencies also face numerous external constraints and internal barriers, which both affect their ability to market themselves and their services. External constraints include funding cuts, increased regulation, additional public oversight, and political scrutiny. *TCRP Special Report 257*: *Making Transit Work* (*47*, p. 139) summarizes these issues:

> The decision-making authority of public transit managers in the United States is often highly circumscribed and subject to regulatory and political influences that impede innovation, add to

> management and labor inefficiencies, and otherwise complicate efforts to respond to the demands of customers.

At the same time, transit agencies are facing challenges from within. This was the clear message of TCRP's Strategic Road Map (*48, p.5*): "The real crisis is the traditional mindset held by public transportation operators, participants, and stakeholders." The report goes on to discuss the difficulty of implementing large-scale change:

> Changing the paradigm of the industry is a challenge. A paradigm is not a single idea or silver bullet that will instantly change everything and save the industry. A paradigm change is in the assumptions, habits, and beliefs that people within the industry take for granted. Paradigm change in a company or industry needs four ingredients to occur successfully. First is a crisis that increases peoples' readiness to change. Second is a vision for the future that is an attractive target toward which a company or industry can move. Third is a defined method or action steps to achieve the vision. Fourth is leadership, which seizes the crisis as an opportunity to articulate the vision, define the action steps, and provide necessary support and facilitation to move forward.

The California Department of Transportation (*7,* p. 97) confirms these difficulties, particularly in relation to developing new market-based services:

> Transit agencies have taken a "one-size-fits-all" approach to operating and marketing transit services. This "generic" approach has weakened the position of transit as a viable travel option to the public. An alternative approach, which includes the development of policies and priorities favoring the development and operation of market-based services, must be undertaken. This includes operation of services, which are: accessible, frequent, have limited stops, reliable and require limited transferring and wait times. Making some or all of these improvements to existing service may increase transit's ability to compete with other travel options, including the automobile.

Finally, Cronin and Hightower (*49,* p. 31) recently examined the role of marketing in public transportation organizations. Although transit organizations have come to recognize the importance of marketing, efforts have often fallen short:

> In a time when increasing the utilization of public transit options is perhaps more important than ever before, we find that there is a huge gap between the marketing knowledge available and its use by public transit organizations. Public transit organizations, as well as more specialized transit agencies, have belatedly recognized the importance of marketing the services they offer. Unfortunately, their marketing efforts are understaffed, underfunded, and underemphasized within their own organizations.

This combination of external constraints and internal barriers to innovation continues to limit the ability of the transit industry to respond to changing conditions. The next section looks outside the industry to identify lessons from the private sector.

3.8 Current Practices in Other Industries

This section reviews marketing theory and practice outside the transit industry, examining the relationship among attitudes, values, and behavior. Also discussed are the approaches that other industries have used to enhance their image and expand their markets. Finally, successful marketing campaigns focusing on changing behavior and selling products are reviewed.

3.8.1 Attitudes, Values, and Behavior

Previous sections of this report have discussed consumer attitudes and values associated with public transportation. Many marketing campaigns have attempted to translate these thoughts and beliefs into actions—voting **yes** or boarding a train—with varying degrees of success. Although researchers have developed numerous theories to explain the influences on behavior, the relationship among attitudes, values, and behavior is not definitively known.

However, when *TCRP Report 63* (*1*) recounted the existing perceptions of transit and developed positioning statements to enhance transit's image, it was implicitly drawing on a long history of research on values and attitudes by breaking out Supporters, "Swing" supporters, and Influentials. Although much of the research has been conducted in fields outside transit, it remains directly applicable to public transportation.

The American Marketing Association (*50*) defines **attitude** as an "overall evaluation of a concept." Attitudes generally involve positive or negative feelings and can be influenced by various internal and external factors. **Values** are defined as "the important, enduring ideals or beliefs that guide behavior within a culture or for a specific person." Values are usually considered core beliefs that are not easily subject to change. **Behavior** comprises "overt acts or actions of consumers that can be directly observed." In other words, attitudes are what people think or feel, values are what they believe, and behavior is what they do.

3.8.2 Influence of Attitudes on Behavior

Although the relationship between attitudes and behavior is sometimes thought to be weak, several studies have demonstrated that attitudes can be quite influential in certain situations. Specifically, the time available to make a decision can have a strong influence on behavior. Decisions made quickly often default to pre-existing attitudes or cultural norms. More deliberative decisions, without time pressure, do not necessarily reflect such pre-existing attitudes or norms and are more likely to take into account external information. Researchers at Stanford Business School (*51*) examined the role of culture in consumer behavior:

> Four experiments found that culture-based differences show up when information is processed in a cursory and spontaneous manner . . . . But when you had the time to deliberate more—by examining information on the Web, for instance—attempts by advertisers to rely on cultural factors tended not to be as successful . . . . In other words, when pressured to form a quick judgment, we generally rely on cultural norms as a "default." But when making a thoughtful deliberation, we're more likely to engage in an internal debate, and waver.

Fazio and Roskos-Ewoldsen posit (*52*) that attitudes guide behavior in two different ways. Spontaneous decisions—what ice cream flavor to choose—may reflect pre-existing attitudes that the consumer can access quickly and easily. In such a case, a decision between chocolate and vanilla would be easily made. When decisions are deliberate and planned and the consequences are significant, however, the consumer is likely to consider multiple sources of information. Existing attitudes would play a role in the decision, but they would not be the only factor influencing behavior. This would be the case, for example, when purchasing an automobile or choosing a college. Consistent with this theory, awareness (or information) is believed to influence attitudes toward transportation. *TCRP Report 63* (*1,* Part 1, p. 9) pointed out, "Evidence clearly suggests that increased awareness and familiarity with public transportation increases support."

In addition, Fazio and Roskos-Ewoldsen cite a 1974 study by Fishbein and Ajzen (*53*) that related overall religious attitudes to a series of 100 specific religious behaviors. The correlation between the attitude and any single, specific religious behavior was weak, but the correlation between the attitude and the *number* of religious behaviors people participate in was strong. In reviewing the body of literature surrounding the relationships between attitudes and behavior, Fazio and Roskos-Ewoldsen conclude (*52,* p. 58), "The pessimism concerning the relationship between attitudes and behavior during the 1970's was clearly unwarranted. Attitudes can predict behavior."

Commercial industries continue to believe in the value of attitudes as a tool for success; proprietary research studies frequently ask respondents to rate product or service attributes for their importance, and then rate brand performance on those same attributes. By asking for ratings about not only their own brand but for their competitors, marketers can compare their competitive advantages and disadvantages to the priorities of their target markets; through that effort, they can assess which segments are most susceptible to their marketing efforts or better understand their need to make improvements.

3.8.3 Influence of Values on Behavior

Marketers have sometimes chosen to pursue values in their marketing strategies, rather than trying to change attitudes through persuasion. Some well-known approaches to values-based market segmentation include the Rokeach Value System (RVS), List of Values (LOV), and VALS™.

Rokeach (*54*) introduced the concept of examining values in order to better understand public opinion. His theory posited two sets of values: *instrumental*, which reflect a preference for state of behavior, and *terminal*, which reflect a preference for an end-state of existence. Table 10 presents terminal and instrumental value scales.

While widely used, this inventory has been criticized as cumbersome to apply, randomly defined, and not universally applicable (*55, 56*). In response, other researchers have developed alternative approaches to grouping individuals according to the values they hold.

The List of Values (LOV) is a condensed list of nine values designed to support consumer market segmentation. Kahle and Kennedy (*56,* p. 50) describe the role of values in marketing:

> Rarely do consumers purchase anything exclusively for the functional aspects of the product. Rather, they hope to attain some greater benefit from the purchase . . . . For example, few people purchase a car exclusively for transportation. One current ad describes a vehicle as a mechanism of expressing self-identity, "Who you are," as opposed to the function, "How you get there."

With only nine values, this list is easier to implement than the Rokeach inventory. Table 11 lists the values.

VALS™ is a proprietary system that develops consumer market segments based on values and beliefs (*57*). Originally developed at the Stanford Research Institute, VALS™ (which is an acronym for values and life styles) categorizes consumers into eight groups based on psychographic characteristics. The VALS™ market segmentation framework has two dimensions:

- **Primary motivation—**Consumers are guided by ideals, achievement, and self-expression. Those motivated by ideals are guided by knowledge and principles. People

Table 10. Terminal and instrumental value scale.

Terminal values	Instrumental values
A comfortable life	Ambitious
An exciting life	Broadminded
A sense of accomplishment	Capable
A world at peace	Cheerful
A world of beauty	Clean
Equality	Courageous
Family security	Forgiving
Freedom	Helpful
Happiness	Honest
Inner harmony	Imaginative
Mature love	Independent
National security	Intellectual
Pleasure	Logical
Salvation	Loving
Self-respect	Obedient
Social recognition	Polite
True friendship	Responsible
Wisdom	Self-controlled

Source: Rokeach, M., "The Role of Values in Public Opinion Research."

Table 11. List of values.

Sense of belonging
Excitement
Warm relationships with others
Self fulfillment
Being well respected
Fun and enjoyment of life
Security
Self-respect
A sense of accomplishment

Source: Kahle, L. R. and Kennedy, P., "Using the List of Values (LOV) To Understand Consumers"

motivated by achievement want to demonstrate their success to others. Individuals guided by self-expression seek social activity, variety, and risk.

- **Resources—**These include personality traits like energy, self-confidence, leadership, and vanity. In combination with demographic characteristics, these factors can influence a consumer's expression of primary motivation.

The eight consumer types are defined as follows:

- **Innovators** are active consumers who are successful and sophisticated. They have high levels of resources and incorporate elements of all three primary motivations.
- **Thinkers** are motivated by ideals and actively seek out information when making decisions.
- **Achievers** are motivated by the desire to achieve (as the name indicates). These consumers value consensus, stability, and predictability. These active consumers prefer products that demonstrate success and status.
- **Experiencers** are motivated by self-expression and actively seek "cool" products.
- **Believers** are motivated by ideals, like Thinkers, and value products that are predictable and familiar.
- **Strivers** are motivated by achievement, but have more limited resources than Achievers. They follow trends and seek products that demonstrate their ability to buy.
- **Makers** are motivated by self-expression and have a hands-on approach to their environment (e.g., building homes or fixing cars). They prefer practical products over luxury items.
- **Survivors** have few resources and are cautious and conservative consumers. They do not show a strong primary motivation.

While the VALS™ approach has the appeal of assigning identities to individuals, it has been subject to criticism from other researchers (*56*). Not only is the framework complicated to apply, but its proprietary nature makes independent evaluation extremely difficult.

Other market researchers have also attempted to tap into the values that consumers associate with particular products. A study (*58*) of British and Spanish girls (aged 11-12) demonstrated how particular brands of snacks could satisfy personal values. The consumers associated the snacks with four values: well-being, friendship and belonging, fun and enjoyment, and self-satisfaction. This led the researchers to develop a consumer typology based on the characteristics and motivators of each group of respondents: (1) Fun versus well-being and (2) Sociability versus internal satisfaction.

Status is a growing influence on middle-market U.S. consumers, who increasingly are seeking so-called new-luxury goods (*59*). These consumers (defined as those earning more than $50,000) are willing to pay more (sometimes two or three times more) because these luxury items respond to an emotional need:

> Most important, even when they address basic necessities, such goods evoke and engage consumers' emotions while feeding their aspirations for a better life (*59, p.48*).

Several factors on the consumer and supplier side are combining to serve this market. Of particular interest are four "emotional pools":

- **Taking care of me—**These consumers are looking for products that help them relax and overcome the stresses of hard work and jam-packed schedules.
- **Questing—**These consumers are seeking new experiences and challenges that help define them to others and to themselves.
- **Connecting—**These individuals seek products that help them develop and enhance interpersonal relationships.
- **Individual style—**These individuals use consumer choices to demonstrate their success in life and express their individuality.

Some marketers (*60, 61*) believe that connecting with a consumer through values inspires more long-term loyalty than simply offering the lowest price. For example, cultural brands create a lifestyle around a product to establish an emotional connection with consumers. Although this approach has applications for all types of consumer goods, cultural branding has been particularly effective in the food and beverage industry. Classic examples include Starbucks, Whole Foods Market, and Stonyfield Farm. All of these brands have been successful in creating a community for their consumers that builds on shared values and preferences.

3.9 Social Marketing

Social marketing uses traditional marketing techniques to achieve changes in behavior that benefit the public good (*62, 63*). Like all marketing campaigns, social marketing incorporates four basic principles:

- **Product—**Targeted action or behavior change;
- **Price—**Costs or barriers associated with the desired change;
- **Place—**Where the target audience will access information; and
- **Promotion—**Messages, materials, and actions to encourage behavior change.

Unlike traditional marketing approaches, social marketing is often linked to public policy. Typical social marketing campaigns are designed around public health, safety, and environmental issues; examples include campaigns to promote recycling, use of seat belts, or healthy eating. Table 12 illustrates the basic elements of social marketing.

The Center for Applied Research (*64*) identified six steps for successful social marketing campaigns:

- **Make it easier to do—**Making the desired behavior as easy as possible helps increase use. For example, providing people with examples of how they can save energy at home is more helpful than just telling them to conserve resources.
- **Accommodate a range of commitment—**Rather than making the desired behavior an all-or-nothing proposition, allow people to find a comfortable level of participation.
- **Devise immediate feedback—**Although difficult to build into many social marketing campaigns, people are more likely to change their behavior if they get immediate positive feedback.
- **Target those around the real target—**Directing a message at potential beneficiaries of the action can help change behavior. For example, a campaign to reduce drunk driving could target its message at designated drivers or bartenders instead of the potential drinker.
- **Make the personal more obvious—**Focus on the benefits to the individual rather than the benefits to society.
- **Leverage early adopters—**Those who adopt a new behavior first can be at a disadvantage in the marketplace until all others comply. Using these early adopters as agents for change can help convince others to join them.

Importantly, change may need to happen in stages rather than all at once (*63*):

> It is important to understand that change mostly happens on the "installment plan." Most of us move through predictable stages as we change behavior. We start by not being aware that a change is necessary. At this first stage, we say, "show me." Here, education and awareness are necessary. In the second stage, we become aware but still don't shift behavior, possibly because there are barriers in the way. At this stage, we say "let's negotiate." Here, it is necessary to reduce the barriers.
>
> Social marketing is particularly useful in removing barriers that prevent behavior change. At any given time, only a percentage of your target audience will be ready to take action. It's important to understand this when setting realistic expectations of what a campaign can accomplish or what an audience will accept.

Effective social marketing campaigns also avoid **optimism bias** (*65*). For example, when faced with an advertisement showing the damaged lungs of a long-term smoker, individuals (who are themselves heavy smokers) believe that the same thing will not happen to them. This psychological phenomenon enables consumers to believe that they are not at risk for the negative consequences displayed in some social marketing or public interest campaigns:

> Optimism Bias is a specific form of self-decision, which allows people to believe that, in comparison to others, they are less vulnerable to negative events (*65, p. 16*).

Several specific strategies can help social marketers overcome this phenomenon. First, marketers can help maximize the similarity between the target audience and the individual experiencing the consequences of the negative behavior; this increases the likelihood that the consumer will identify with the example. Second, marketing strategies can ask audience members to compare themselves with a very specific example, rather than a generic, or average, person. Individuals are more likely to relate to the risk of getting lung cancer, for example, in comparison with a friend or brother rather than an anonymous figure (whom they will assume is at much higher risk than they are). Third, personalizing the message—for example, by developing a risk assessment calculator—reduces the chances that the targeted audience member will deny his or her vulnerability. Finally, social marketing campaigns are more effective when they convey their message in a positive

Table 12. Elements of social marketing.

Social Marketing Is …	Social Marketing Is Not …
A social or behavior change strategy	Just advertising
Most effective when it activates people	A clever slogan or messaging strategy
Targeted to those who have a reason to care and who are ready for change	Reaching everyone through a media blitz
Strategic, and requires efficient use of resources	An image campaign
Integrated, and works on the "installment plan"	Done in a vacuum
	A quick process

Source: Turning Point Social Marketing National Excellence Collaborative

manner. Researchers have learned that so-called "blood and guts" advertising makes consumers more defensive and can increase high-risk behavior among some individuals.

3.10 Successful Marketing Campaigns

The scope of the campaigns reviewed here includes a wide variety of industries, including consumer packaged goods, services, charities, and public issues. Although the list of campaigns is not inclusive of all possible campaigns, the campaigns were selected for discussion because of how they persuaded people to consider the brand/service/charity in a different way, often using appeals to values as a lever. In some cases, a powerful icon or slogan was adopted that would particularly resonate with the public. This is, in a sense, the challenge facing the transit industry as it seeks to energize the general public into giving greater support to transit.

There are, however, inherent limitations to reviews such as this: the marketing literature usually does not provide an insider's view of how themes and ideas were settled on; that type of information is usually proprietary and not released for competitive reasons.

3.10.1 Keep America Beautiful

Keep America Beautiful and the Advertising Council created a campaign that dramatized how litter was damaging the environment and emphasized the responsibility of individuals to adopt more positive behavior (*66*). The creative selection of Iron Eyes Cody as the campaign symbol created attention and worked to overcome public apathy about pollution. The "Crying Indian," as he came to be known, brought the issue into personal focus and underscored the need for personal responsibility. By the end of the campaign, Keep America Beautiful teams had helped to reduce litter by as much as 88% in 300 communities, 38 states, and several countries. As this campaign made clear, memorable symbols work.

3.10.2 Smokey the Bear

Along the lines of the "Crying Indian," Smokey the Bear became a well-known and memorable symbol (with the well-recalled tagline "Only you can prevent forest fires") for this public service effort to prevent forest fires (*66*). Since its start, this forest fire prevention campaign has reduced the number of acres lost annually from 22 million to 4 million. Smokey has been around since 1944 and still delivers his message.

3.10.3 Drunk Driving Prevention

Not all social marketing efforts use symbols. Starting in 1983, the Advertising Council introduced the Drunk Driving Prevention campaign in partnership with the U.S. Department of Transportation (USDOT) (*66*). At that time, drunk drivers were responsible for half of automobile fatalities, and experts predicted that one out of every two Americans would be involved in an alcohol-related traffic accident in his or her lifetime.

The campaign was originally designed to reach 16-24 year-olds. This age group accounted for 42% of all fatal alcohol-related car accidents. By 1986, 62% of young Americans reported that they were more conscious of the dangers of drunk driving than they had been previously and 34% refused to drink at all when they were planning to drive. Consistent with these findings, USDOT statistics showed a 25% decrease in the number of drunk drivers killed in accidents between 1980 and 1990.

In 1990, a new campaign was introduced that used the tagline *Friends Don't Let Friends Drive Drunk*. This campaign contributed to a 10% decrease in alcohol-related fatalities between 1990 and 1991, the largest 1-year drop in alcohol-related deaths ever recorded. Although drunk-driving accidents still claimed more than 17,000 in 1994, this figure had decreased by 30% since the campaign began. According to the Advertising Council, at one point, more than 68% of Americans exposed to this advertising campaign and its memorable tagline had taken action to prevent someone from driving drunk. The advertising effort demonstrates the effect of a memorable message on influencing attitudes and behavior.

3.10.4 United Negro College Fund

The United Negro College Fund (UNCF) was founded in 1944. Its objective was to raise funds to make it possible for UNCF member colleges and universities to keep tuition within financial reach of every student. UNCF and the Advertising Council partnered to develop and launch a public service advertising campaign that encouraged Americans to support the fund (*66*). The tagline, *A Mind Is a Terrible Thing To Waste*, has remained unchanged for more than three decades and in fact has become part of the American vernacular.

Statistics confirm the success of this campaign. To date, the campaign has helped raise more than $2.2 billion and has helped more than 350,000 minority students graduate from 43 UNCF member colleges and universities.

3.10.5 Afterschool Alliance

The Afterschool Alliance focuses on the importance of afterschool programs for children in grades 6-8. Approximately 3.9 million students in this age group go home to an empty house after classes are over for the day. Unsupervised children at this age are susceptible to engaging in high-risk behaviors such as substance abuse, sexual activity, and criminal activities.

Participation in after-school programs drops off significantly for students in this age group; they are reluctant to give up their newfound freedom. The challenge facing the Afterschool Alliance was to convince these "tweens" that it was "cooler" to go to an after-school program that to stay at home (*67*). This was not easily accomplished, but the Afterschool Alliance understood that many of these kids were simply bored by being at home.

The campaign—*Things Can Get Pretty Ugly When You're Bored*—capitalized on this insight. The advertising featured "cool kids" at home after school doing embarrassing things simply because they were bored. This creative approach did not promote after-school programs; nor did it portray happy students participating in such programs. It took the opposite approach—and showed bored teens at home. By featuring the problem—and making the students at home seem somewhat pathetic—the campaign made the desired alternative behavior seem more attractive. Three months after the campaign began, the website providing information about after-school programs received 20,000 hits per day.

3.10.6 Starbucks Bottled Frappuccino®

Bottled Frappuccino® is a ready-to-drink coffee. It dominates its category and represents 85% of ready-to-drink coffee sales (*67*). The creative strategy used to promote this product had previously generated awareness levels of around 70%, trial levels of around 34% and conversion of awareness-to-trial ratios of around 49%. This was very strong performance, but in 2004 the product faced double-digit sales growth targets with a reduced media budget. The challenge was to increase sales for the product when most people were already aware of it and most of them had already tried it. Given the high level of awareness, Starbucks had to do a better job of turning awareness into trial.

Starbucks determined that it needed to give the product a clearer role in people's lives and to create an emotional connection that would tempt them into trying it. The decision was made to dramatize the emotional benefit of Bottled Frappuccino® as well as the need it answered. Starbucks based its campaign on the notion that the product offered *a stolen moment* to relax and rejuvenate during the work day. This emotional connection had a powerful effect on behavior. Trials increased by over 6% and the conversion ratio of awareness to trial increased by nearly 11 percentage points to almost 60%.

3.10.7 Toyota

In the second half of 2003, the Chicago Region Toyota Dealer Association, a cooperative marketing organization made up of 112 dealerships, faced some serious problems. Industry sales were down and Toyotas were competing with other brands that cost significantly less (*67*). As Toyota's advertising efforts began to focus on pricing incentives, the brand's traditional quality-based message was getting lost.

A creative strategy was developed to focus on value rather than price. Consumer research had indicated that *value* extended beyond price and included *quality*, *safety*, *cost-of-ownership*, *product selection*, and *innovation*. As a result, Toyota returned to its core values and heritage to develop the message *Value begins with Toyota quality*.

The *Fuel for Thought* campaign was successful. Dealers reported an increase in 2004 sales over calendar year 2003, market share increase, and improved profitability.

3.10.8 GE

In 2003, GE decided to drop its well-known tagline, *We bring good things to life* (*67*). The company's goal was to modify perceptions of the organization from a well-regarded but somewhat conservative old-line company to a company driven by innovation and imagination. The goal was to position the company as a high-technology, dynamic technical solution provider. This was no small job. Over many years, hundreds of millions of media dollars had been invested in support of the company's image.

Through the use of consumer research and internal workshops, GE determined that the best expression of its goals was *imagining progress and making it happen*. A new campaign was created to position GE as *the imagination company*. After the first 2 years, awareness levels for the new tagline, *imagination at work*, matched that recorded for *We bring good things to life,* and brand familiarity increased 7 percentage points to nearly 60%. Among GE's key target of business executives, perceptions of GE as an innovative company offering high-technology solutions exceeded expectations. Although less tangible, the move to the new tagline also energized the GE employees. *Imagination at work* is now the only tagline used in any GE communication.

3.10.9 UnitedHealthcare

The healthcare industry is a high-interest/low-involvement category. In other words, consumers only pay attention when they need services. As the industry moves to a consumer-directed model, the customers (or patients) have more responsibility for choosing their own coverage. From a provider's standpoint, this makes brand awareness and familiarity critically important.

UnitedHealthcare (UHC) had low awareness, no brand equity, and little if any brand definition among consumers (*67*). Its competition, Blue Cross/Blue Shield, among others,

had been advertising for decades. In this situation, United-Healthcare developed a positioning strategy to differentiate the company from other healthcare providers by focusing on a common-sense approach to healthcare. UHC's advertising capitalized on the lack of common sense in the industry by featuring a surprising lack of common sense on the part of the consumer:

> People don't always use common sense. Fortunately, there's a health care company that does. UnitedHealthcare. It Just Makes Sense.

Results were striking. The campaign generated a 22% increase in total brand awareness and yielded a statistically significant increase in the number of people who said they would recommend UnitedHealthcare to their employer.

CHAPTER 4

Primary Research

4.1 In-Depth Exploratory Interviews

Exploratory research was conducted with members of the general public to provide a thorough understanding of the underlying dimensions surrounding use, attitudes, and support of transit. Telephone interviews were conducted with 30 individuals in selected localities in the United States and Canada:

- Jersey City (NJ),
- Milwaukee (WI),
- Vancouver (BC),
- Houston (TX),
- Clark County (WA),
- Halifax (NS),
- Boise (ID),
- Albany (GA), and
- Brandon (MB).

These localities were selected to represent high-, medium- and low-density transit markets (see Tables 1 and 2). The information gathered through these interviews was incorporated into the final survey instrument and is described below.

4.1.1 Role of Transportation

The initial part of the interview focused on current travel behavior for the respondents. Respondents described their current travel patterns for work and for leisure and their typical mode choice.

Modes Used

All markets surveyed had bus service, and Vancouver also had rail. In addition, respondents in Jersey City had access to bus and rail services in New York and elsewhere in New Jersey, and those in Clark County (WA) had easy access to bus and rail in Portland (OR). Based on these interviews, respondents fell into one of three segments.

A minority of respondents reported that public transportation was their primary means of travel. Most of these individuals had no access to private transportation unless friends or family occasionally provided this option. Some had previously owned a car, and one respondent reported using transit exclusively because of core personal values.

Other respondents reported a mix of public transportation and private car use. This ranged from 50/50 to very occasional bus use. In the first case, the bus was typically used to get to and from work and school and/or because the spouse had first call on the family car. Some reported using transit because of economic considerations. Respondents generally saw the bus as a lower cost alternative to the private car, and several commented that the current high cost of fuel made this particularly topical. Some respondents reported that they walked or rode a bike. In some cases, this was a personal exercise choice. Others considered local bus service only marginal, calling it slow or indicating that the bus stops were too far away or the service did not run when they needed to travel.

The third segment was made up of people who had their own cars and rarely, if ever, used public transportation ("I haven't ridden the bus in 25 years"). For some, public transportation was simply not a consideration: "I don't need to take the bus. I have my own car." For others, it was not a feasible choice because it did not run when or where they needed to travel. Some believed that their travel patterns were too complicated to use transit easily, either because they had to pick up and drop off their children at various destinations or they needed to travel during the day for work. Several respondents made the point of saying that they were not opposed to public transportation *per se* and went on to report that when they were living elsewhere, they frequently used public transportation.

Current Travel Patterns

Public transportation users generally used the bus or train to commute to work and school, to see doctors, to visit family and friends, to attend support group meetings, and to handle everyday shopping needs. Generally, those respondents who were primary bus riders seemed to be on the lower end of the household income range and comments about recreation were infrequently heard or reported. The bus handled the basics for them. With the exception of expanded reports of recreational and non-essential shopping, the balance of the respondents who were occasional bus riders or non-users reported the same trip purposes. One respondent made a choice not to own a car for political reasons (he could easily afford one if he chose) and used transit for all local, regional, and interstate travel.

Other than a general morning to late afternoon work schedule, there was no discernable pattern of time of day for travel. Trip length ranged from 5 to 10 minutes each way to 90 minutes. Respondents generally reported short travel times for vehicle trips; transit trips usually took longer.

4.1.2 Perception of Transit Riders

Respondents talked about their perceptions of people who used transit. They were asked why people used transit and whether they could envision themselves using transit (if they were not already transit riders).

Why Do You Think Other People Take Transit?

There was generally a perception that people used transit (especially the bus) for one of two reasons—either they could not afford to drive or they were not willing or able to drive. Besides costs, perceived reasons for not driving included age (i.e., too young or too old to drive), physical or cognitive disability, loss of license, difficulty finding parking, or unwillingness to drive in traffic. A minority of respondents believed that people made a conscious choice to use transit, and only a few saw transit ridership as a deliberate pro-environment strategy. Some specific answers are presented below:

- It's the only affordable and practical alternative.
- About 50% of the people using transit don't have a choice; they don't have a car. The rest are choosing to take the bus so that they can relax, read, and do some work.
- People who use the local bus (in Albany) have no other means of transportation.
- There's a mix between monetary reasons and necessity—some might not be able to afford to drive. Others have lost their licenses, and a few might have medical restrictions that make it difficult to drive.
- In Boise, the people using transit don't drive. Either they don't know how, they're too young, or they're not permitted to drive (e.g., people with developmental disabilities).
- The price of gas is making some people ride transit.
- People who don't have their own transportation—they can't afford a car or auto insurance.
- People who don't have a choice.
- People who don't have a vehicle use transit. Some choose not to have the expense of a vehicle, some can't afford one. Some make a personal choice to use transit.
- People who can't afford to drive—not just the out of pocket costs for gas and parking, but also the invisible costs like the potential for accidents, wear and tear on the vehicle and tires, and maintenance.
- Some people don't want to drive in traffic—it makes them nervous.
- People use the bus because it's difficult to park at their destination (e.g., downtown Portland).
- People on the bus don't want to sit in traffic.
- People who don't want to drive.
- Some people take the bus in bad weather when they can't walk or ride a bike.
- People who support the environmental benefits of transit.

Do People Like You Use Transit?

For those who use transit on a regular basis, the answer was yes. Students saw other students. Commuters saw other workers. The elderly saw other elderly users ("Other retired people"). Whether or not they themselves used transit, people categorized riders in the following groups:

- Students;
- Young people and teenagers;
- Elderly people;
- People with disabilities;
- Hispanics ;
- Immigrants making work trips—People from El Salvador, Mexico, China
- Other working class people; and
- Lower income people.

A few respondents saw transit users more broadly, saying that "Everybody takes the bus" or they see "lots of different people" or people from "all walks of life" on transit. One woman, who previously only used transit when she accompanied a relative using paratransit, said that people on the bus always seemed "real nice."

For most of those who never or rarely used transit, the answer was no—people like them did not use transit. Responses included "I don't need to," and "My friends drive." The non-users had a general perception that economic considerations were the

primary factor influencing use of public transportation ("Just my sister in law . . . she's motivated by cost.")

4.1.3 Attitudes Toward Transit

The interviews moved to general attitudes and perceptions of transit. Respondents were asked to talk about why they did or did not use transit and what they perceived as its advantages and disadvantages.

Why Do (or Don't) You Use Transit?

Although some respondents saw transit as something for other people, some professed that they would take the bus if it were more convenient in some way. Some took transit when they lived in other locations—New York City, Oahu, Portland, or Chicago. Although many bemoaned rising gas prices, only a few said that the rising costs of driving might force them to start taking the bus. A handful said they felt "guilty" or "lazy" or "hypocritical" driving because they supported the idea of transit—for others.

Those who used transit cited the following reasons:

- Cars can be "money pits"—especially with gas prices now, but even before.
- I refuse to be a part of destroying the world.
- He does not contribute to pollution when he uses transit the way he does when he is one person in a car.
- He used to take it when traveling from pub to pub as an alternative to driving.
- There is a perception that you're moving on the train, while the bus is stuck in traffic. That boosts your morale.
- You don't have to park. When you get near your destination, you just jump off a bus or get out of a taxi. This is close enough for me. When you drive, you have to find a place to park.
- You don't have to contend with traffic.
- It's nice for someone else to be in charge for a change.
- You can relax on the bus.

Reasons for not using transit included the following:

- Driving is more convenient.
- The bus stop is too far from work and/or home.
- By the time they drive to the bus stop they are practically at their destination. If she walked to the nearest bus stop she'd be halfway to school so she might as well drive.
- The bus doesn't run when they need it. It doesn't run late enough in the evening or on weekends.
- It's more convenient to jump in my car.
- Her job requires her to drive clients during the day so she drives a hybrid car to "mitigate" the impacts of driving.
- They are cutting back service because people don't ride, and people don't ride because they cut back service.
- He stopped using the bus once he graduated from university, got a car, and started working.
- Not unless the price of gas "goes crazy."
- For him, if his car was not available, he could bike across town in 15 minutes. In the winter, he would take a taxi.
- She would like to use the bus, but it's not practical. She can't afford to be late to work; people depend on her.
- She needs a car because she's taking her kids to different places. Maybe if she had "no strings attached."
- She has friends who have tried to use the bus to get to work but the schedule was not convenient. Because they were "committed to the cause," they rode their bikes to work instead.
- It's too difficult physically to take the bus – "I'm an old lady."
- She has a disability now, but she still drives. If she reaches a point where she can't walk, she'll have to rely on friends and family for mobility. She hopes she won't end up in a wheelchair. But if that happens she'll have to depend on friends and family or not go out.
- Paratransit (for people with disabilities) is not convenient—you have to call a day in advance, you have to be ready a half hour early, and you can't get on their schedule because too many people want to use it.

4.1.4 Advantages and Disadvantages of Transit

Respondents were asked to elaborate on the advantages and disadvantages of transit. Some also talked about the pros and cons of driving, as well. Advantages of transit included "on time and safe," "saves money," "convenient," "no worry about parking," "it's reliable . . . no more than a 10-12 minute wait," "don't have to worry about driving," " saves wear and tear on the car," "cheap" and "avoid traffic." Some respondents found transit relaxing because they could read, sleep, or listen to music while riding. Several focused on the social aspects of transit: meeting others and being in touch with their community.

Disadvantages were more numerous and seemed to be expressed with greater conviction. Comments included "takes too much time," "crowded-overcrowded," "not on time," "slow," "Boise transit is not well thought out," "you always have to wait," "buses are too big . . . smaller would save energy," "can't get a seat so I'm always standing" and a mix of advantage and disadvantage, "it takes too long, but it gets you there eventually."

More specifics are highlighted below.

Transit Advantages

Whether or not they were regular riders, respondents identified a wide range of advantages for transit. One major

advantage, frequently cited, was the ability to avoid driving and the associated costs and headaches:

- No need to find a parking space at your destination.
- No need to pay for parking at your destination.
- Transit gets you closer to your destination because you don't have to park somewhere else first.
- Taking transit saves gas.
- Transit is cheaper than driving.
- You don't spend money on a car.
- You can read and not "stress" or be "miserable" in traffic.
- You don't have to contend with traffic.
- Sometimes it's nice for someone else to drive.
- There's less tension and more ease. Taking the bus is not as stressful as driving.
- Driving takes longer than transit with congestion and traffic.
- Transit is more economical than driving.
- If they could use transit, her family would probably just have one car and not two.
- Avoid driving in traffic jams.
- Having a car is very expensive for seniors.

Respondents also perceived transit as relaxing. They liked the ability to read, sleep, or listen to music while on the bus or train:

- You can do other things while someone else is driving (multi-tasking).
- You can relax, read, listen to music, meditate, or take a nap.

Respondents appreciated the dependability, convenience, and safety of using transit:

- The bus is convenient.
- The bus is dependable.
- You don't have to worry if your car won't start in the winter.
- It's safer than driving—you don't hear about a lot of bus accidents.
- Transit can improve safety—there are a lot of poor drivers out there and you hear about accidents on the traffic reports.
- Waiting isn't a problem once you know the schedule.
- A positive experience.

Some participants focused on the social aspects of transit:

- You get to chat with other people.
- I like to meet a lot of people and it's a way of meeting a lot of people.
- Transit is friendlier than driving.
- You are riding with other people, so you can't hide from how average people live.
- You can meet some very nice people on the bus.
- You can connect with the world rather than be isolated.

Finally, some respondents talked about the environmental advantages of using transit:

- Transit can move more people in less space.
- Transit can handle multiple schedules.
- It's good for the environment.
- It's pretty clean.
- It's efficient for the environment. Less fuel is wasted.

Transit Disadvantages

Most of the disadvantages of transit focused on service characteristics—transit was not available when or where people needed to travel or they found it inefficient and unreliable. Transit also suffered from an image problem among some respondents, and others were uncomfortable around their fellow passengers. The major disadvantage to transit appeared to be frustration with service availability and travel conditions:

- The bus limits where you can go.
- You have to arrange your life around their schedule.
- You have to wait in bad weather—rain, cold, heat, humidity.
- Bus stop is not close to home.
- Transferring from bus to bus is a pain.
- There's not enough parking near transit.
- I would leave the house earlier because I was afraid to miss the bus. I was always tired because I lost an hour of sleep.
- You have to get up earlier to catch the bus.
- Sometimes you have to stand because the bus is so packed or wait for the next one.
- The bus follows a set schedule and route.
- Transit is inconvenient.
- Buses are not reliable. If something happens up the line, you're waiting, you're anxious to see it and when it comes along you wonder how many seats are available and how many people are on it.
- If the bus is late, you miss connections.
- It was very aggravating.
- You have to learn all the bus routes and figure out how to get to different places.
- Impractical.
- People don't like to plan their trips in advance.
- Transit takes longer than driving.
- Transit is not as convenient as driving.

Some respondents expressed concerns about their fellow riders, their own comfort and, in some cases, their personal safety when using transit:

- You can get a cold from someone else's germs.
- It's crowded and stressful standing so close to other people who are in your personal space (and who might have eaten a garlic sandwich for lunch).
- People like to be independent agents.
- Transit has an image problem—it's "uncool" to ride.
- You may encounter "unfavorable clientele" on the bus, especially at night—drunks, drug use, homeless people, or "wild" people.
- Women and children may be intimidated by strangers on the bus.
- She's concerned about her personal safety—like getting mugged or getting hit on the head.
- Some services do not feel safe at night.
- People are not themselves on the bus. They're not as personable. You're restricted—every word is noted.
- The bus is crowded.
- The bus is sweaty.
- In winter the bus is foggy.
- The bus is cramped.
- "I'm always in a bad mood on the bus."

Finally, some respondents talked about the inefficiencies of transit, especially in low-density areas or when compared with foreign systems:

- Sometimes it's not as efficient as it could be, especially comparing U.S. systems to those in Japan or France.
- Not efficient in a spread-out area.
- Heavy diesel smoke.
- You usually only see a few people on the bus.
- Empty buses are wasteful.

Driving Advantages

The advantages cited for driving focused on convenience, flexibility, and dependability. Although some respondents needed their cars for work, others needed the flexibility to take their children to various activities. A few just appreciated the ability to make spontaneous travel decisions.

- Driving is convenient.
- I drive out of habit.
- I can travel on the spur of the moment and not have to make plans in advance.
- Driving is recreational.
- I know what time I have to leave my house to get to work on time.
- I know what the traffic will be like.
- I can stop at the store or go to the cleaners on the way home.
- It's there when I need it.
- He drives because of the "freedom." He can go home or go out to lunch. He doesn't work set hours; maybe he can choose to stay longer at work.
- Workplace locations change frequently.
- I can drive where and when I want to.
- For work, the car is more dependable.
- I wanted the flexibility of a vehicle.
- Driving gives her the freedom to go where and when she wants. She's on her own clock and doesn't have to wait. Driving gives her freedom and independence but it's quite expensive.

Driving Disadvantages

A few respondents identified specific disadvantages of driving:

- Maybe my car will have a flat tire in the morning.
- Driving is stressful. You have to be alert all the time. I wonder if today I'll have an accident.
- Driving takes longer than transit in congested areas.

4.1.5 How Does Transit Fit Into Your Community?

Most respondents could define a role for transit in their communities, although some required prompting. Some respondents were better able to envision the reverse—how would their communities fare without transit? Generally, people acknowledged that transit provided mobility, particularly for individuals without personal transportation. Without transit, some people would have trouble getting to work or to the grocery store. Respondents saw a greater role for transit in larger cities, where people had to travel longer distances and road congestion was greater. In small towns, like Brandon (MB) or Albany (GA), respondents indicated that they would not notice if the bus disappeared from their community tomorrow.

Not surprisingly, frequent users regarded transit as very important to definitely important. Non-users, along with those who used transit less frequently, recognized intellectually that transit had a role, but given the small part that transit played in their daily lives, they did not offer that opinion with real vigor.

Does Transit Support Economic Growth?

This question was unexpected by practically all respondents. After some consideration, a small minority expressed the opinion that by virtue of "getting people to work," transit does make an economic contribution. With prompting,

the balance adopted this point of view, but there did not appear to be real conviction about transit's supporting role:

- Taking transit away in Albany would not do much harm.
- A lot of people depend on transit to get to work.
- Brandon would lose some big employers without the bus.
- If people didn't have an easy way to get to school by bus it might discourage them from living here.
- If we didn't have transit, we'd have a lot of folks with a lot of problems.
- Transit helps the economy—some people couldn't get to work without the bus. There are a lot of people who could not shop without the bus.
- In Hawaii, you saw the same people on the bus every day. It extended your community to people on the bus.
- Transit can further a sense of community. You see the same people on the bus every day, it's like networking.
- Transit has been good and bad for communities. It has enabled people to live in bedroom communities and changed the way people live and work.
- In Portland (OR), the system looks nice. The stations can be pleasing to the eye with planning and zoning.
- Transit does have an economic impact, at least for transit workers.
- Transit can also create jobs—people driving the buses, taking care of the stations
- Transit plays a pretty big role in my community (Jersey City). The streets are public transportation arteries; there are "tons of buses."
- If transit disappeared from a small place like Brandon it might not make much of a difference—you can bike or walk anywhere.
- If transit weren't there, what would people do? People need it to get to work. It's "pivotal."
- Transit saves wear and tear on the streets from traffic.
- People don't have space to park more cars. When transit shut down during a strike people lost their jobs and businesses shut down. Transit is a condition of employment for many people. Not having transit would be a catastrophe. The economy relies on it. You need public transit.

Does Transit Help the Environment and/or Reduce Congestion?

There were mixed responses to this. Those who had a point of view were generally positive about transit's ability to help in terms of environmental issues. The prevailing opinion, after some consideration, was that buses kept cars off the road especially in major metropolitan areas. Given that most of these respondents also reported that people rode the bus largely because they didn't own or have access to cars, there is an obvious disconnection here. Nevertheless, comments like "gets cars off the road and this cuts down on emissions," "the bus is packed so fewer cars" were frequently heard. Others thought the question over and finally concluded "I don't know."

The add-on to this was that transit "reduces pollution especially in the downtown area." Electric buses were cited by one respondent as a positive transit move.

Negative responses to the above environmental question were "buses smell . . . but there could be 100 cars in its place" and in one case, a strong and unequivocal opinion that transit (buses) "add pollution." Several respondents specifically mentioned diesel fumes as a disadvantage to buses:

- In Boise, winter weather inversions make people sick from the smog and pollution. Transit could help that.
- The bus saves a lot of gas—getting 30 people on the bus instead of driving their cars would save a lot of gas.
- The bus helps reduce pollution.
- There's no question that transit provides an advantage. You just have to look at the 10,000 cars a day, idling in traffic, burning gas.
- Transit provides fuel economy and time savings. Right now people will sacrifice anything to drive their cars, even at $3-4 a gallon for gas. But that will change eventually.
- If there's a transit strike, you don't see an impact until Day 10. Then traffic is too thick—it binds up the roads—you see 100,000 people on the roads.
- Buses are still diesel-guzzling, but per person-pound they're still better than driving.
- Transit conserves energy; there are fewer cars on the road.

Does Transit Provide Mobility and/or a Safety Net?

There was general agreement that transit provides a safety net. A typical response was: "Basically, the only people who take the bus don't have a car." A few could envision a larger role for transit in support of an aging society, but most saw transit as serving those who could not drive—for reasons of economics, age, or disability:

- Transit provides mobility for people without the means to have a car.
- As more people retire, mass transit will be the only answer.
- If there were not transit, people would call a neighbor and get a lift for a day or two.
- Transit is not at the top of the agenda for most people in Houston. If transit disappeared tomorrow it would be most difficult for the people without transportation. They wouldn't be able to get to work or to buy their groceries. For people who take the bus because they can relax or multi-task, not having transit wouldn't make much of a difference. It would be an inconvenience.

- Transit is not part of the city fabric (in Halifax). Some people would have trouble getting around if transit closed down, but it wouldn't be like the problems you'd see in big cities.

4.1.6 Support

When asked what major issues affected them and their community, in most cases there was a striking absence of recognition or concern reported about well-publicized problems. Prompting had to take place before this subject area was understood. Even with prompting, practically all these respondents indicated by their remarks that there were few, if any, major national issues that were on their minds. Local issues had more visibility. (Despite the fact that the interview to this point had focused on transportation, this subject was almost never mentioned as an issue.)

With prompting, some respondents acknowledged that they were "worried" about education and healthcare, especially in the context of medical charges and insurance coverage. Concern about taxes and crime were frequently mentioned. Drugs got some mention, including drugs in schools. Oil prices, foreign policy, and the war in Iraq were on their minds. Some of the older respondents mentioned social security and Medicare as issues and federal spending in general. Employment was a fairly frequent mention. In Boise, one respondent commented negatively about land utilization and reported that the city government was "anti-growth." Another Boise resident expressed concern about sprawl and lack of planning. Several talked about quality of life, open space, and the importance of clean air and clean water. Poverty and cost of living complaints were noted by some. Respondents in Milwaukee, Albany (GA), Houston, and Halifax mentioned race relations. A few expressed concern about corruption in politics. Homelessness and drugs were key to a single mother who reported that she had previously been homeless and had been addicted to drugs. Basically, unless the issue was personal, it probably was not high on any of these respondents' list of concerns. One respondent summarized this by saying "If it doesn't affect me right now, I don't care."

The majority of these respondents have taken some action in support of issues that they considered important—primarily issues that affected them on a personal basis. For most, the actions taken were relatively modest: "I voted for light rail," "I walk for cancer," "attend Narcotics Anonymous meetings," "I buy locally to support my community," "I wrote my Congressman once . . . can't remember why," "I demonstrated in college days and raise money for political candidates," "I demonstrated about the US and Iraq."

Almost all of the respondents indicated that they voted in most or every election. A few were involved in local politics—serving on advisory committees or working on political campaigns—but others avoided local politics altogether. A few attended public meetings, testified, spoke to their friends about issues, wrote letters to elected officials, or sent an email to a newspaper. Some researched a candidate's positions on personally relevant issues and made decisions to vote or contribute money accordingly.

Reasons for taking positions varied. Some had a strong moral compass or religious convictions and felt compelled to take actions in support of those personal values. Others only took action when an issue affected them personally or others around them. Others reacted primarily to pocketbook issues like taxes. Some believed it was important to make their voices heard, even if they did not influence the outcome. Many respondents had found it difficult to identify situations where they might take action in the future. "It would depend on what and when."

Others made it clear that they were not interested in taking public positions. A few believed that one voice did not make a difference or that "you can't fight city hall." Others considered themselves apolitical or "lazy" or said that they were at a stage in their lives when their priorities shifted from social issues to personal concerns like affording healthcare. "It takes a lot to stir me up" was a typical response among these individuals.

Transportation was rarely mentioned as a concern, and only a small minority of respondents had ever taken a position on a transit-related issue. When asked what kinds of actions they had taken in support of transit, one respondent reported that she had written her Congressman about transit in connection with healthcare. Another reported that she used transit and thought that her patronage was support. One respondent attended a public hearing, but did not testify. Others voted for or against transit extensions or service expansions. The balance of the respondents indicated that they had never taken action in support of any transit issue. ("There was a bus strike a couple of years ago, but I didn't do anything.")

Respondents were then asked specifically in what situations they would take action to support transit. There were a number of comments along the lines of "I can't think of anything . . . maybe gas prices might get me involved." A woman in Boise who used and liked public transportation when she was living in Chicago reported that she doesn't like the bus, which she defines as "the worst of public transportation," but would "quietly" support Boise's move to light rail. Some said they would get involved if someone asked them, and some said they might actively support a transit issue that affected them directly. One woman in Washington State would appreciate the opportunity to vote on regional transit issues, but she lived outside the service area and was not eligible. For one respondent in Houston, personal experience would make a difference. Although she voted against downtown rail service initially, she has subsequently used the service and now would

consider voting in favor of funding the next time the issue comes up on the ballot.

Finally, respondents were asked what they would do if there was no more public transportation where they lived. This situation understandably had more traction with transit users than non-users. Among users, respondents reported that they might "go to protest meetings," "write my Congressman" and "go to somebody for answers." Most found the situation unbelievable and one respondent summed up her feelings by reporting that "I'm not going to worry about it until it affects me directly."

4.1.7 Value Statements

Throughout the interviews, respondents expressed opinions based on their personal values. Such personal values are believed to help move individuals from general support to taking action, and the quantitative research will test the strength of these and similar value statements. The values expressed throughout the qualitative interviews fell into several broad categories, including personal values, values guiding personal behavior, attitudes toward transit, and attitudes about the world.

Personal Values

Value statements that were extracted from interviews are listed below:

- I never tell a lie. I am offended when people lie to me.
- I was disappointed when my organization lied to me.
- People have a responsibility to help those who cannot afford their own transportation.
- If we can't help people help themselves, we are going to be taking care of everything for them.
- I believe we are turning away from what the lord teaches.
- I feel I have to stand up for other people when they are hurt by an organization's actions.

Personal Behavior

Statements describing personal behavior are listed here:

- I choose to enjoy what I have instead of letting worry shorten my life.
- I don't want to stand out.
- It's important to me to have my voice heard.
- I want to help bring about change.
- One person can't make a difference.
- If I want something done, I'll complain and ask someone else to do it. I'm lazy.
- It's important for me to have a voice in where my tax dollars go.
- It's not what you know; it's who you know.
- It's up to us to pay for the next generation.
- We have to stop being conspicuous consumers.
- We have to adjust to changing times.
- I don't like to volunteer too much personal information.
- I'm very cautious about complaining.
- You can't fight city hall.
- There's no point in complaining.
- It doesn't pertain to me.

Attitudes Toward Transit

Participants expressed a range of opinions about public transportation:

- It's important to teach children about taking care of the environment.
- Government should run transit services, not private companies.
- Right now people will sacrifice anything to drive their cars.
- Investing in transit now will bring big benefits for future generations.
- I don't have a problem sharing a seat on the bus.
- I'm not afraid of other people on the bus.
- I'm at a point in my life where I prefer to drive.
- If you can get kids riding as teens maybe the stereotypes about riding transit won't be there when they get their licenses.

Beliefs about the World

Participants expressed beliefs about social and political conditions:

- It's a scary world.
- The free-market capitalist system leaves three billion people in poverty around the world.
- If we didn't use so much oil we wouldn't be at war in Iraq.
- Autos are a major part of why the US is destroying the world.
- Society would benefit from less dependence on gas and oil.
- The gas crisis affects poor people and old people more—but they are the least likely to vote and have the least influence. Nothing will change until it affects the people who make $85K or $100K and who have their two SUVs.

4.2 Preliminary Quantitative Interviews

In this phase, the research team moved into the quantitative research phase. As an initial step, a preliminary quantitative survey was conducted to help refine the survey instrument. The team developed a comprehensive list of transit character-

istics, reasons to support transit, and value statements. This list was compiled from the various secondary sources and primary research conducted up until this point—literature review, case studies, and exploratory research. Survey participants were asked to respond to this list of value and attitudinal statements; answers were statistically analyzed to produce a comprehensive and unique list of items to test in the full survey. The process is described in more detail below.

4.2.1 Transit Characteristics and Reasons to Support Transit

Four hundred respondents were asked to rate 41 transit characteristics based on how well they describe transit (using a 5-point verbal scale ranging from "excellent" to "poor") and how important that characteristic is in deciding whether or not to support transit (using a 5-point verbal scale ranging from "extremely important" to "not at all important.") The two sets of ratings were analyzed in tandem to decide which of the 41 items should be included in the full survey. The "descriptive" ratings were examined to determine the variability of the ratings; items were considered for inclusion if there was not a too-strong consensus about them. The "importance" ratings were evaluated using factor analysis techniques to identify independent themes of reasons for support. In each of these theme groups, one or two of the items were considered as representative of the theme based on the strength of the association with the theme and thus recommended for inclusion in the larger survey. A full discussion on factor analysis may be found in Appendix F.

Table 13 presents the complete list of transit characteristics used in the research, grouped according to the factors that resulted from the factor analysis. Along with each item is the research team's recommendation regarding inclusion in the full survey.

4.2.2 Values Statements

The respondents were asked to rate 39 values statements on a scale ranging from "describes me or my feelings completely" to "does not describe me or my feelings at all." As with the transit characteristics, factor analysis was the primary tool used to examine the items and consider them for elimination. Again, a full discussion on factor analysis may be found in Appendix F.

Table 14 presents the complete list of values statements used in the research, grouped according to the factors that resulted from the factor analysis, with the research team's recommendation with regard to the full survey.

Following the panel's review of these recommendations, three more statements were added to the list for the final questionnaire:

- "Being unable to get from one part of town to another makes life more difficult than it should be" was added because the statement "Those who can't afford a car need help from others in the community" was seen as being too restrictive, measuring only an economic dimension.
- "Communities need to help people become more self-sufficient and independent" was added to assess beliefs in the need for independence.
- "It's important for people to be able to improve their own lives and the lives of their children" was added in order to assess beliefs in the need for providing opportunity.

4.3 Full Quantitative Survey

After the survey instrument was finalized, the full-scale telephone survey was conducted with 1,800 adults in the United States and Canada. Only communities with fixed-route public transportation services were included in the survey. To be eligible to participate in this survey, those living in the sampled transit markets had to indicate at least moderate support for transit. Specifically, they had to rate their favorability toward the **importance of having public transit** in their community as at least a 5 on a 0- to 10-point scale.

The survey asked respondents about their use of transit, attitudes toward transit and competing modes of travel, the various ways they might have supported transit in the past, and their values. Extensive multivariate statistical analysis was performed on the results to identify characteristics, attitudes, behaviors, and values associated with support of public transportation. The results of the statistical analysis are presented in this section.

4.3.1 Awareness and Use of Local Public Transit and Transit Services

Respondents were asked whether they were aware of local public transportation services. Because the survey only included markets with fixed-route public transit, virtually all respondents were aware of the existence of public transit in the area (98%), and awareness of specific modes generally coincided with *actual* availability. Fixed-route buses were most known to be available (89%), followed by on-demand service (84% for those with disabilities and 78% for senior citizens). Trains and ferries are far less known to be available (56% and 26%, respectively). These findings are summarized in Table 15.

Most respondents (65%) had experience with public transit in their area at some time, with fixed-route buses leading (49%) followed by trains (36%). However, regular use was far less evident, as noted by a low claimed past week use of 20%. Yet despite low regular use, half (52%) said they live within a 5-minute walk to the nearest stop or station; three quarters

Table 13. Original list of transit characteristics used in the list reduction phase, and disposition.

	Statement:	Decision	Reason
1 – 6 relate to the basic mobility/choice promise of public transit.			
1	Allows people to be more independent	Deleted	Not as specific as 3 & 6
2	Gives people more choice in getting around	Kept	Overlaps with 3 & 6, but choice has long been part of $(PT)^2$, and this will help the present research build on prior work.
3	Helps those who can't afford a car to get around	Kept	Also very important for support.
4	Helps some people cope with the needs of everyday life	Deleted	Very similar to 5, but seen as more limiting for marketing purposes
5	Improves the quality of life for a community's residents	Kept	Related to 2, 3, and 6, but may have additional marketing value because it translates transportation into a value, "quality of life."
6	Provides mobility to those who can't drive, such as seniors, teens, and people with disabilities	Kept	Very important for support; functional inability to drive (6) significantly different from economic inability (3) Need to know whether 6 or 3 are stronger for communications.
Much of 7-13 (as well as some other stray items) relates to cost of entry aspects of public transit.			
7	Is well maintained	Deleted	Fairly redundant with 13
8	Gets people to their destinations on time	Deleted	Related to 13, but there's far greater skepticism about performance.
9	Is easy to get information on how to use	Deleted	Well-covered by retaining 10 and 13.
10	Is a safe way to get around	Kept	Important descriptor as a 'cost of entry,' based on prior research.
11	Is convenient in bad weather	Kept	Related to 10, but brings a 'shelter' aspect to it.
12	Has helpful personnel	Deleted	Well-covered by retaining 10 and 13.
13	Is a dependable means of getting around	Kept	Related to 8, but encompasses more. High importance and moderate performance perceptions, meaning there's opportunity for persuasion.
14 – 22 represent a collection of disparate, positive feelings. They may not seem to relate well to each other so much as the people who respond to them recognize their importance (they may be riders). Many of them seem more important in generating ridership than in generating support, and their appeal for generating support may be limited to riders.			
14	Lets you do something relaxing while traveling	Deleted	Relatively low importance, probably more important in promoting ridership than support
15	Is a relaxed way to get around	Deleted	Relatively low importance, probably more important in promoting ridership than support
16	Is for people like you	Kept	Describes the overall dimension well.
17	Is a "cool" way to travel	Deleted	Relatively low importance, probably more important in promoting ridership than support. Also too much skepticism – expensive persuasion with low pay-out for support?

Table 13. (Continued).

	Statement:	Decision	Reason
18	Has a direct, positive impact on your life or those of people you know	Kept	Kept because it brings in a personal dimension as does 16. But it may have additional value for its emphatic expression translating 'mobility' into a broader benefit.
19	Is a pleasure to use	Deleted	Relatively low importance, probably more important in promoting ridership than support. Also too much skepticism – expensive persuasion with low pay-out for support?
20	Has passengers you're comfortable to be with	Deleted	Relatively low importance, probably more important in promoting ridership than support. Also too much skepticism – expensive persuasion with low pay-out for support?
21	Is an acceptable way to travel	Deleted	Related to 16.
22	Is faster than driving	Deleted	Too few people believe it, and it's not very important
23 – 27 describe an environmental-societal benefit to transit. While 23 through 26 tend to appeal to the same people, they are different enough that communication strategies will need to distinguish between their value for appeals and targeting.			
23	Reduces pollution	Kept	
24	Reduces society's energy consumption	Kept	
25	Makes America/Canada more independent of foreign oil	Kept	
26	Reduces congestion on the roads	Kept	
27	Decreases the need to spend tax dollars on roads and highways	Deleted	Less related to societal benefits in 23-26, but 23-26 were more believable.
28 & 29 are certainly tied together thanks to "parking"; 30 is probably involved here because of saving money, as in 28.			
28	Eliminates the need to pay for parking	Merged with 29	28 & 29 merged for simplicity into "Eliminates the need for parking"
29	Eliminates the need to find parking	Merged with 28	See 28
30	Saves you money vs. driving	Kept	Also related to 37; kept over 37 because fares are only one component
31	Is comfortable to use	Deleted	Ambiguous meaning; it was related to too many other dimensions, and their meaning was generally better explained by other statements.
32 – 34 relate to widespread applicability (route coverage in the first two items, and diversity in the third).			
32	Goes where you want to go	Kept	Related to 33, but it expresses route coverage more broadly
33	Is near your home or office	Deleted	
34	Meets the needs of a wide variety of people	Deleted	Overlaps with 3, 6, and 16
35 & 36 work together to describe how one community can be seen more positively than another. Both are needed to adequately understand the dimension.			
35	Makes communities more attractive to businesses	Kept	
36	Makes more people interested in living in the area	Kept	

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Table 13. (Continued).

	Statement:	Decision	Reason
37 – 39 is an economics grouping, demonstrating that the same people are concerned with saving money. The economic aspects of 37 & 38 are well covered in item 30, but 39 is conceptually unique.			
37	Has reasonable fares	Deleted	See 30
38	Is the least expensive way to get around	Deleted	Redundant with 30, and of lesser importance.
39	Is a good way to spend tax dollars	Kept	Although related to many aspects in the list, this "dollars and cents" expression of transit's value could be fundamental to persuading people to support.
40 and 41 are conceptually very different; it is difficult to speculate why the same people would respond to these items as drivers of support.			
40	Is a good way to escape a natural or man-made disaster	Kept	Very unique item from the list, with potential value as a result of Hurricane Katrina.
41	Is clean	Deleted	Oddly ambiguous (loaded more with 40 than with the 'cost of entry' items – suggesting that those most concerned with cleanliness are concerned with comforts in a disaster).

(75%) said they live within a 5-minute drive. These findings are summarized in Table 16.

Use of official resources for public transit information was at an infancy stage. These findings are summarized in Table 17. Half (50%) reported that if they were deciding whether or not to use local public transit in their area, they would rely on what they already know. The Internet, assumed to be either transit agency or municipality websites, was cited most commonly as an official resource by 27%, followed by information over the telephone (13%).

Awareness and Usage by Country

In Canada, more people were aware of the availability of each mode than those in the United States, except for on-demand service for senior citizens which was recognized more by Americans than Canadians. These findings are summarized in Table 18. Similarly, the proportion having actually used local public transit (ever and past week) was higher in Canada for all fixed-route services than in the United States. Canadians were more likely than Americans to report living near public transit. These findings are summarized in Table 19. Americans and Canadians were equally likely to turn to official information resources for travel information. These findings are summarized in Table 20.

Awareness and Use by Population Density

Awareness of fixed-route buses, trains, and ferries was greatest in the highest density population markets. Concurrently, any experience with fixed-route transit, particularly past week use of fixed-route buses and trains, was also greatest in the highest population density markets. Those living in the highest population density markets were more likely to live close by public transit than those in the two lower density areas. However, even in the lowest density areas, 54% reported living within a 10-minute walk. These findings are summarized in Tables 21 and 22.

Although people in the lowest density markets choose the Internet most often as the official information resource as in other markets, they were less likely to do so compared with individuals living in medium and higher density markets. These findings are summarized in Table 23.

Awareness and Use among Seniors

Use of local transit by senior citizens (defined as age 65–74) is not dramatically different from the use by others in their area, although some differences exist. (See Tables 24 and 25.)

Fewer seniors are aware of transit in their area (93% versus 98% among total), especially fixed-route buses (80% versus 89% among total) and ferries (15% versus 26%). Yet they are equally aware of on-demand services designed especially for them—senior citizens (79% versus 78%).

Although they are just as likely ever to have experienced local public transit as others, their past-week use of local transit is below average, especially for fixed-route buses. They are more likely to have used on-demand services for senior citizens (11% versus 2%), and their past use of local ferry service is lower than it is for other people (6% versus 12%).

Table 14. Original list of values statements used in the list reduction phase, and disposition.

	Statement:	Decision	Reason
Items 1 – 7 are all related to each other, with 1-5 describing the dimension best. We feel that environmental values (as expressed in 1 and 3) will be captured by a statement in another group, item 14, and that of those here in 1-5, '2' is the most valuable for this project.			
1	Attention to the environment hurts the economy	Deleted	
2	Spending my tax dollars on upgrading community services like transportation is a waste of my money	Kept	Very relevant to transit and funding, and we need to know who disagrees with this the most.
3	We put too much emphasis on the environment	Deleted	
4	Undeveloped land should be used for new housing and businesses	Deleted	
5	I tend to vote the same way as my neighbors do	Deleted	
6	One vote doesn't matter	Kept	Included because this attitude represents a different hurdle than that in 2.
7	It's important to find the fastest way in everything I do	Deleted	
8 – 13 is somewhat the reverse of the group above, except that this group of values is more transit focused. The first four items describe this dimension best, and number 8 the best of them all. We recommend 8 over 9 – 11 for that reason, and recommend keeping 12 and 13 for the different flavor they bring.			
8	Those who can't afford a car need help from others in the community	Kept	
9	We need to help people who can't help themselves	Deleted	
10	We need to think about others in society	Deleted	
11	People I care a lot about aren't able to drive	Deleted	To some extent this feeling is also captured in item 18 in the list of transit characteristics.
12	I'm willing to make compromises to help society	Kept	
13	Government has a responsibility to improve the community	Kept	
14 – 16 express different ideas, but appeal to the same people. Conceptually 16 seems more redundant with 14 than 15 does, and so we recommend deleting 16.			
14	We need to take care of the planet	Kept	
15	It's good to be around people from all walks of life	Kept	
16	We need to think about how our actions and decisions impact future generations	Deleted	
17 – 20 all speak to impersonal influences. However, far too few people admitted to these influences in the survey, it seems pointless to include these at the cost of excluding other items.			
17	I believe what I read and hear in the media	Deleted	
18	I am influenced by well-known, prominent individuals	Deleted	
19	I'm influenced by politicians	Deleted	
20	I believe celebrities when they get behind a cause	Deleted	
21 – 25 seem to relate to political activism, with 21 – 23 describing the dimension best.			
21	My vote is important to me	Deleted	Practically universal agreement; it is difficult to justify including it at the expense of excluding other items in this group.
22	I get involved in political and social issues that don't impact me directly	Kept	22 and 23 are strongly related, but agreement with 22 is rarer. In addition, since we know that support must be provoked beyond those who currently ride, this is more important strategically.
23	Every individual counts and can have an impact on political and social issues	Deleted	Also measured (in the reverse) in 6.

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Table 14. (Continued).

	Statement:	Decision	Reason
24	I want a voice in where my tax dollars go	Kept	Recommended because it brings a different aspect (funding)
25	Making the wrong decisions about transit could cause severe problems for future generations	Deleted	This item is also captured in the dimension represented by items 8 – 13.
26 – 29, all deal with how to react to people you've never met. As a group, we think the feeling is fairly well captured by item 15, and recommend deleting all four of these as a result.			
26	I'm generally trustful of new people	Deleted	
27	I would always help a stranger in need	Deleted	
28	There's nothing wrong with being around strangers	Deleted	
29	I like talking to new people	Deleted	
30 – 31 both deal with the need for personal relevance in order to lead one to an action or conclusion.			
30	Personal experience is the best way to convince me to act ***Revised to:*** I have to try something for myself in order to support it.	Kept in revised form, with greater relevance to past transit marketing	Getting people to try transit is often used as a technique to promote ridership, and could conceivably be used to promote support, once people see where their taxes are going.
31	I fight for things only when they affect me personally	Deleted	Related to 30, as part of making connections through personal experience. 30, however, expresses the idea better. (To some extent this idea is also captured in 22.)
Items 32 and 33 seem to relate to wanting to belong; the presence of 34 in this dimension seems to be a statistical anomaly. We recommend dropping all three because so few people identified with these statements, they apparently have little marketing value.			
32	I don't like to stand out	Deleted	
33	I care about what other people think of me	Deleted	
34	Government already spends enough on community issues	Deleted	
Items 35 & 36 are related as a personal freedom aspect and each expresses the dimension equally well. 35 resonates with more people though, and it could be more valuable to understand this hurdle than 36.			
35	I like being able to come and go without worrying about timetables and schedules	Kept	
36	I need to have my personal space when I'm around others	Deleted	
37	I want my tax dollars to help my community	Deleted	Too much of a truism.
38 and 39 seem to relate to moral direction.			
38	Religion guides my actions	Deleted	Too difficult to build a broad communication campaign on this
39	A social conscience guides my actions	Deleted	The meaning of this was very ambiguous; it relates strongly to 38 or any other dimension, and thus would be difficult to build into a marketing campaign and fully understand its implications. It also relates to statements 8 – 13, although to a lesser degree. Other statements are more explicit.

Table 15. Awareness and usage of local transit services, among total.

Base: Total Respondents	Total (1800) %
Aware of availability of any mode:	**98**
Fixed route buses	89
On-demand service: disabilities	84
On-demand service: senior citizens	78
Trains	56
Ferries	26
Ever experienced any mode:	**65**
Fixed route buses	49
On-demand service: disabilities	5
On-demand service: senior citizens	2
Trains	36
Ferries	12
Past week usage of any mode:	**20**
Fixed route buses	15
On-demand service: disabilities	2
On-demand service: senior citizens	1
Trains	9
Ferries	1

Table 16. Proximity to nearest transit stop/station, among total.

Base: Total Respondents	Total (1800) %
Walking:	
1-5 minutes	52
6-10 minutes	14
11 minutes or more	25
Don't know/refused	9
Average (minutes)	15.1
Driving:	
1-5 minutes	75
6-10 minutes	9
11 minutes or more	10
Don't know/refused	6
Average (minutes)	5.1

Table 17. Transit information resources, among total.

Base: Total Respondents	Total (1800) %
Would try to get additional information	**46**
Internet/Online resources	27
Telephone information	13
Other people	5
Would rely on what already know	**50**
Don't know	**3**

Although senior citizens are almost as likely as others to look for additional information when deciding whether to use transit, their choice of official resources is somewhat different. They are less likely to use the Internet (7% versus 27%) in these decisions and more likely to use the telephone instead (19% versus 13%). These findings are summarized in Table 26.

4.3.2 Perceptions and Attitudes Toward Transit

As indicated earlier, to be eligible to participate in this survey, those living in the sampled transit markets had to rate their favorability toward the *importance of having public transit* in their community as at least a 5 on a 0- to 10-point scale. The sample was almost evenly split between those giving transit a very favorable rating of 8-10 (55%) versus a more moderate rating of 5–7 (45%). When compared with the importance of personal vehicles to the community, transit is rated considerably less favorably; 73% rate the car as at least an 8 on the 0–10 scale compared with 55% for transit. Carpooling had no attitudinal advantage over transit (49% versus 55%). These findings are summarized in Figure 1.

The *importance* of transit to the community is one attitudinal dimension; *performance* is yet another. Overall, perceptions of transit *performance* are not as positive as perceptions of the *importance* of transit; very favorable 8–10 ratings were given to the local transit system by only 41% and to transit in general around the state/province/country by only 40%. In fact, a sizeable minority gave poor overall ratings (0–4) to the local system (18%) and to transit in general elsewhere (11%). These findings are summarized in Figure 2.

Unique Transit Performance Concepts

Specific transit attitudes were examined in more detail to better understand how they influence support. Thus, the researcher team asked respondents to give their perceptions of public transit's *performance* in general (not just based on local transit); the set of features is comprehensive and covers areas that may personally affect the individual as well as potential benefits to the larger community. Based on these performance ratings, features were factor-analyzed and grouped into broader, more tangible concepts; six unique performance concepts emerged and were given labels consistent with the transit features associated with them. The six concepts are

- **Green—**Features that benefit the environment;
- **For you—**Features that benefit the individual;
- **Works—**Features associated with basic transit services;
- **For the disadvantaged—**Features that provide mobility for those who are transportation-disadvantaged;
- **For the community—**Features that improve quality of life; and
- **For evacuation—**Features that help people escape from disasters.

These findings are summarized in Table 27. More information about the factor analysis process may be found in Appendix F.

Table 18. Awareness and usage of local transit services, by country.

Base: Total Respondents	Total (1800) %	US (1500) %	Canada (300) %
Aware of availability of any mode:	**98**	**98**	**99**
Fixed route buses	89	88	96[U]
On-demand service: disabilities	84	83	92[U]
On-demand service: senior citizens	78	79[C]	70
Trains	56	54	69[U]
Ferries	26	25	35[U]
Ever experienced any mode:	**65**	**63**	**84[U]**
Fixed route buses	49	46	72[U]
On-demand service: disabilities	5	5	5
On-demand service: senior citizens	2	2	1
Trains	36	35	49[U]
Ferries	12	12	19[U]
Past week usage of any mode:	**20**	**17**	**41[U]**
Fixed route buses	15	12	34[U]
On-demand service: disabilities	2	1	4[U]
On-demand service: senior citizens	1	1	0
Trains	9	8	19[U]
Ferries	1	<1	3

[C] Significantly greater than Canada.
[U] Significantly greater than United States.

Table 19. Proximity to nearest transit stop/station, by country.

Base: Total Respondents	Total (1800) %	US (1500) %	Canada (300) %
Walking:			
1-5 minutes	52	48	77[U]
6-10 minutes	14	15	14
11 minutes or more	25	27[C]	7
Don't know/refused	9	10[C]	2
Average (minutes)	15.1	16.6	5.0
Driving:			
1-5 minutes	75	73	88[U]
6-10 minutes	9	10[C]	4
11 minutes or more	10	11[C]	1
Don't know/refused	6	6	7
Average (minutes)	5.1	5.5	2.2

[C] Significantly greater than Canada.
[U] Significantly greater than United States.

Table 20. Transit information resources, by country.

Base: Total Respondents	Total (1800) %	US (1500) %	Canada (300) %
Would try to get additional information	**46**	**47**	**42**
Internet/Online resources	27	28	26
Telephone information	13	13	11
Other people	5	5	4
Would rely on what already know	**50**	**50**	**53**
Don't know	**3**	**3**	**4**

Table 21. Awareness and usage of local transit services, by population density.

Base: Total Respondents	Total (1800) %	High (658) %	Medium (571) %	Low (571) %
Aware of availability of any mode:	**98**	**98[L]**	**98[L]**	**95**
Fixed route buses	89	92	82	85
On-demand service: disabilities	84	84	85	85
On-demand service: senior citizens	78	78	79	78
Trains	56	69[ML]	37[L]	28
Ferries	26	30[ML]	22[L]	12
Ever experienced any mode:	**65**	**73[ML]**	**53**	**49**
Fixed route buses	49	54[ML]	39	40
On-demand service: disabilities	5	5	4	4
On-demand service: senior citizens	2	2	2[L]	3
Trains	36	48[ML]	19	11
Ferries	12	15[ML]	9	6
Past week usage of any mode:	**20**	**26[ML]**	**8**	**10**
Fixed route buses	15	19[ML]	5	9[M]
On-demand service: disabilities	2	2	1	1
On-demand service: senior citizens	1	1	1	1
Trains	9	14[ML]	2	<1
Ferries	1	1	1	<1

[M] Significantly greater than Medium.
[L] Significantly greater than Low.

Table 22. Proximity to nearest transit stop/station, by population density.

Base: Total Respondents	Total (1800) %	High (658) %	Medium (571) %	Low (571) %
Walking:				
1-5 minutes	52	58[ML]	41	40
6-10 minutes	14	16	11	14
11 minutes or more	25	20	36[HL]	29[H]
Don't know/refused	9	6	12	17
Average (minutes)	15.1	11.1	24.3	20.4
Driving:				
1-5 minutes	75	79[HM]	68	66
6-10 minutes	9	9	9	10
11 minutes or more	10	7	18[H]	14[H]
Don't know/refused	6	5	5	10
Average (minutes)	5.1	4.0	7.3	6.6

[H] Significantly greater than High.
[M] Significantly greater than Medium.
[L] Significantly greater than Low.

Table 23. Transit information resources, by population density.

Base: Total Respondents	Total (1800) %	High (658) %	Medium (571) %	Low (571) %
Would try to get additional information	**46**	**47**	**45**	**44**
Internet/Online resources	27	30[L]	26[L]	19
Telephone information	13	13	14	12
Other people	5	4	6	7
Would rely on what already know	**50**	**50**	**52**	**52**
Don't know	**3**	**3**	**2**	**4**

[L] Significantly greater than Low.

Table 24. Awareness and usage of local transit services, among seniors.

Base: Total Respondents	Total (1800) %	Age 65-74 (251) %
Aware of availability of any mode:	**98**	**93**
Fixed route buses	89	80
On-demand service: disabilities	84	85
On-demand service: senior citizens	78	79
Trains	56	49
Ferries	26[S]	15
Ever experienced any mode:	**65**	**62**
Fixed route buses	49	45
On-demand service: disabilities	5	7
On-demand service: senior citizens	2	11[T]
Trains	36	36
Ferries	12[S]	6
Past week usage of any mode:	**20**	**14**
Fixed route buses	15[S]	7
On-demand service: disabilities	2	2
On-demand service: senior citizens	1	3
Trains	9	6
Ferries	1	<1

[S] Significantly greater than Seniors.
[T] Significantly greater than Total.

Table 25. Proximity to nearest transit stop/station, among seniors.

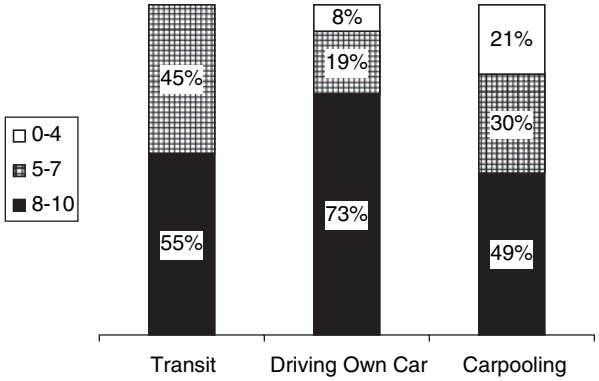
Base: Total Respondents	Total (1800) %	Age 65-74 (251) %
Walking:		
1-5 minutes	52	46
6-10 minutes	14	13
11 minutes or more	25	24
Don't know/refused	9	17[T]
Average (minutes)	15.1	12.3
Driving:		
1-5 minutes	75	68
6-10 minutes	9	11
11 minutes or more	10	10
Don't know/refused	6	11[T]
Average (minutes)	5.1	5.5

[T] Significantly greater than Total.

Table 26. Transit information resources, among seniors.

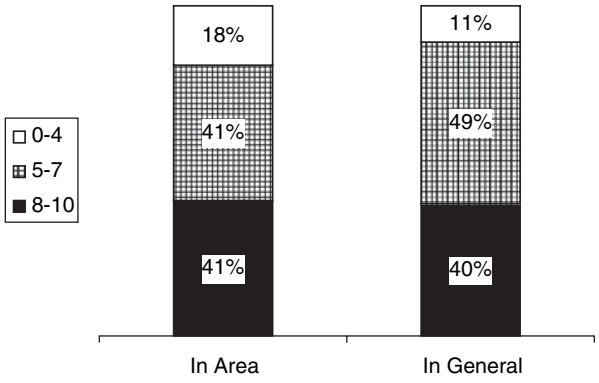
Base: Total Respondents	Total (1800) %	Age 65-74 (251) %
Would try to get additional information	**46**	**41**
Internet/Online resources	27[S]	7
Telephone information	13	19[T]
Other people	5	4
Would rely on what already know	**50**	**52**
Don't know	**3**	**7**

[S] Significantly greater than Seniors.
[T] Significantly greater than Total.



11-point scale ranging from 0 to 10; 0 = "Not at all Favorable;" 10 = "Extremely Favorable."
Percentages shown are among those answering.
Transit = 1800; driving own car = 1762; carpooling = 1776.

Figure 1. Favorability of importance of local transit and other modes among total.



11-point scale ranging from 0 to 10; 0 = "Poor;" 10 = "Excellent."
Percentages shown are among those answering.
In area = 1715; in general =1724.

Figure 2. Perceptions of local transit and transit in general among total.

Perceptions of Performance

Based on perceptions of performance, the advantages of transit are connected to social rather than individual benefits; the two areas where transit is seen to best deliver are with respect to providing mobility for those who are disadvantaged and environmental benefits.

- **For the disadvantaged—**Transit was rated "excellent" or "very good" for the average item in this group by 52% of the respondents. Ratings were led by "helping those who can't afford a car get around" (60%) and "providing mobility to those who can't drive, such as seniors, teens, and people with disabilities" (56%). Somewhat less associated with this concept is the idea of transit "giving people more choice in getting around" (41%).

Table 27. Transit performance concepts.

Green:
Reducing pollution
Reducing society's energy consumption
Reducing congestion on the roads
Making your country more independent of foreign oil
Eliminating the need for parking[1]
Being a good way to spend tax dollars
For You:
Being for people like you
Having a direct, positive impact on your life or those of people you know
Going where you want to go[2]
Saving you money vs. driving
Works:
Being a safe way to get around
Being a dependable means of getting around
Being convenient in bad weather
Going where you want to go[2]
Eliminating the need for parking[1]
For The Disadvantaged:
Providing mobility to those who can't drive, such as seniors, teens, and people with disabilities
Helping those who can't afford a car to get around
Giving people more choice in getting around
For The Community:
Making more people interested in living in the area
Making communities more attractive to business
Improving the quality of life for a community's residents
Evacuation:
Being a good way to escape a natural or man-made disaster

[1] This attribute was associated with two concepts: *Green* and *Works.*
[2] This attribute was associated with two concepts: *For You* and *Works.*

- **Green**—Transit's average rating in this group was 44%, led by "eliminating the need for parking" (49%). Most other attributes were rated excellent/very good by 43 to 46%, including transit's positive effect on congestion, pollution, and energy, and its appropriateness for tax dollars. However, of all the "Green" attributes, there is greater skepticism about transit's effect on limiting dependence on foreign oil (37%).

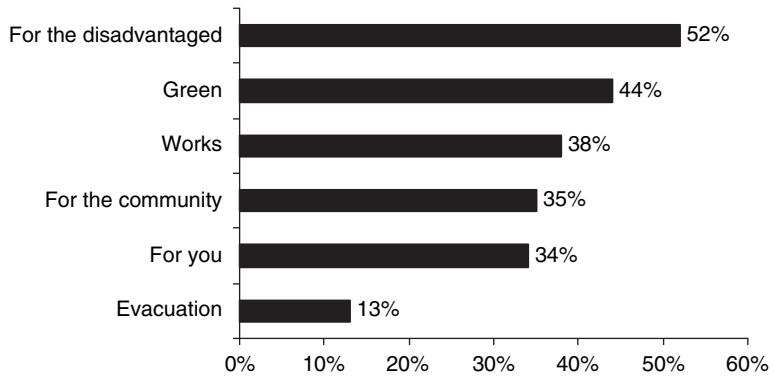
Transit's performance in other areas was not viewed as positively.

- **Works**—The average item in this group was rated excellent/very good by 38%. Transit received much higher ratings for "eliminating the need for parking" (49%) and "being a safe way to get around" (47%) than it did for being dependable (37%), convenience in bad weather (30%) or "going where you want to go" (29%).
- **For the community**—Rated 35% on average, there is little difference between its perceptions for improving the quality of life for the residents (38%), making the community more attractive to business (36%), or to increasing others' interests in moving to the community (31%).
- **For you**—Although transit was rated 34% excellent/very good for the average attribute in this group, the economic benefit, "saving you money vs. driving," is rated much higher than other items in the group (45% versus a range of 29 to 32% for the others in the group).
- Very few (13%) consider public transit as excellent/very good for evacuating from a disaster.

These findings are summarized in Figure 3 and Table 28.

Transit Features as Determinants of Transit Support

In addition to perceptions about what transit actually delivers, or the actual *performance* of transit, respondents were also asked to tell how important each of these same concepts are when deciding whether or not to support tran-



N = 1800

Figure 3. Ratings of transit on performance concepts among total (% excellent/very good).

Table 28. Ratings of transit on performance concepts among total (% excellent/very good).

	Total (1800) %
For the Disadvantaged (Average Rating):	**52**
Helping those who can't afford a car to get around	60
Providing mobility to those who can't drive, such as seniors, teens, and people with disabilities	56
Giving people more choice in getting around	41
Green (Average Rating):	**44**
Eliminating the need for parking	49
Reducing congestion on the roads	46
Reducing pollution	43
Reducing society's energy consumption	43
Being a good way to spend tax dollars	43
Making your country more independent of foreign oil	37
Works (Average Rating):	**38**
Eliminating the need for parking	49
Being a safe way to get around	47
Being a dependable means of getting around	37
Being convenient in bad weather	30
Going where you want to go	29
For the Community (Average Rating):	**35**
Improving the quality of life for a community's residents	38
Making communities more attractive to business	36
Making more people interested in living in the area	31
For You (Average Rating):	**34**
Saving you money vs. driving	45
Being for people like you	32
Having a direct, positive impact on your life or those of people you know	30
Going where you want to go	29
Evacuation (Average Rating):	**13**
Being a good way to escape a natural or man-made disaster	13

sit. By far, transit's social benefits, the ability to deliver mobility to those in need, were the most important determinant of support. The average item in the *For the disadvantaged* grouping was considered extremely or very important when considering whether or not to support transit by 83% of the respondents. Respondents did not consider any other grouping as important for driving their decisions on supporting transit. These findings are summarized in Figure 4 and Table 29.

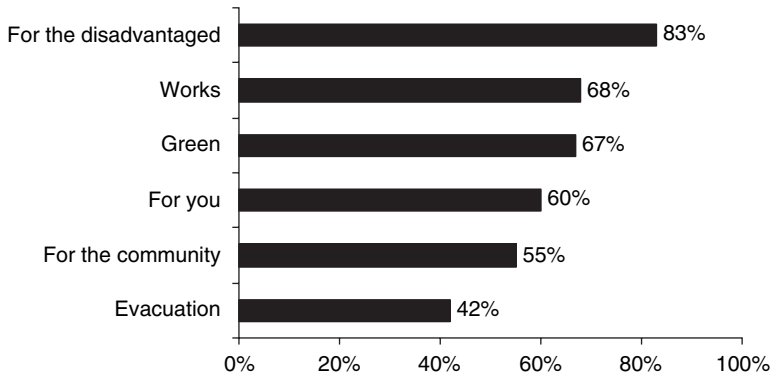
Perceptions and Attitudes by Country

Americans and Canadians hold similar views regarding transit, with three exceptions. Compared with respondents in the United States, Canadians rated transit more highly for "being a safe way to get around," "reducing pollution," and "improving the quality of life for a community's residents." The latter two were also more important to Canadians in determining whether to support transit. These findings are summarized in Tables 30 through 32.

Perceptions and Attitudes by Population Density

Very few differences are apparent among people living in the three different population density areas; these differences are widely scattered with no common pattern, as follows:

- Those living in the lowest densities are less likely to view transit as an important asset to the community when compared with medium- and high-density areas. In contrast, those living in high-density areas think personal vehicles are less important.
- Those living in medium-density areas think carpooling affects their community more than those in the highest density areas.
- Those living in medium-density markets rate transit more highly than those in the highest densities for "being a dependable means of getting around"; those living in lowest densities rate transit more highly than those in high-density areas for disaster evacuation.



N = 1800

Figure 4. Ratings of transit performance concepts as determinants of transit support among total (% extremely/very important).

Table 29. Ratings of transit performance concepts as determinants of transit support among total (% extremely/very important).

	Total (1800) %
For the Disadvantaged (Average Rating):	**83**
Providing mobility to those who can't drive, such as seniors, teens, and people with disabilities	89
Helping those who can't afford a car to get around	87
Giving people more choice in getting around	72
Works (Average Rating):	**68**
Being a safe way to get around	75
Being a dependable means of getting around	73
Going where you want to go	71
Eliminating the need for parking	62
Being convenient in bad weather	61
Green (Average Rating):	**67**
Reducing pollution	74
Reducing congestion on the roads	71
Reducing society's energy consumption	70
Being a good way to spend tax dollars	63
Eliminating the need for parking	62
Making your country more independent of foreign oil	61
For You (Average Rating):	**60**
Going where you want to go	71
Saving you money vs. driving	63
Having a direct, positive impact on your life or those of people you know	54
Being for people like you	51
For the Community (Average Rating):	**55**
Improving the quality of life for a community's residents	66
Making communities more attractive to business	55
Making more people interested in living in the area	43
Evacuation (Average Rating):	**42**
Being a good way to escape a natural or man-made disaster	42

- Those in lowest density areas are more likely than those in medium-density areas to emphasize "improving the quality of life for a community's residents"; those in high-density areas are more likely than those in all other areas to emphasize personal relevance ("is for people like you").

These findings are summarized in Tables 33 through 35.

Perceptions and Attitudes Among Seniors

Compared with others, seniors aged 65-74 feel more positively about the general importance of transit as a local mode of transportation. However, they rate transit performance lower for the two of the most critical transit features:

- Providing mobility for the disadvantaged and
- Reducing pollution.

When considering whether to support transit, they assign greater importance to many features:

- **Works—**Being a safe way to get around; eliminating the need for parking.
- **Green—**Making the country more independent of foreign oil; being a good way to spend tax dollars.
- **For the Community—**Improving the quality of life for residents; making the community more attractive to business; making more people interested in living in the area.
- **Evacuation—**Being a good way to escape a disaster.

These findings are summarized in Tables 36 through 38.

Table 30. Favorability of importance of local transit and other modes by country (% 8–10 ratings).

	Total (1800) %	US (1500) %	Canada (300) %
Transit	55	55	57
Car pooling	48	49	42
Driving own car	71	71	64

Dividing Individuals into "Importance Segments"

Looking at what respondents consider important when deciding whether or not to support transit, the researchers were able to classify respondents into four different "importance segments." The four importance segments are defined as

- **Good For Us: Ecology—**Those in the *Good For Us: Ecology* segment represent 29% of the participants. They emphasize environmental and community benefits as important reasons to support transit (reduces pollution, reduces congestion, reduces society's energy consumption, makes the country less dependent on foreign oil, improves quality of life, good use of tax dollars, and is for people like you). Their personal deep-rooted values, beyond just transit issues, place them high in the *Society Do-Gooders* values-based segment, which is focused considerably on the importance of societal benefits in all aspects of lifestyle (described in full later in this report). As such, these participants are more likely than others to have used transit in their area. Many of them are also *Influentials*, a group of people identified in *Report 63* as being publicly active through activities such as speaking at public meetings or writing letters to newspapers. Demographically, they are more socio-economically upscale than their counterparts.
- **Good For Us: Mobility—**The *Good For Us: Mobility* segment represents 24% of respondents. This group is distinguished by its emphasis on the mobility that transit provides to those who cannot get around otherwise, albeit they also emphasize some environmental issues as reasons for transit support as the *Ecology* group described above.

Table 31. Ratings of transit on performance concepts by country (% excellent/very good).

	Total (1800) %	US (1500) %	Canada (300) %
For the Disadvantaged (Average Rating):	**52**	**52**	**51**
Helping those who can't afford a car to get around	60	60	57
Providing mobility to those who can't drive, such as seniors, teens, and people with disabilities	56	56	56
Giving people more choice in getting around	41	41	41
Green (Average Rating):	**44**	**43**	**47**
Eliminating the need for parking	49	48	54
Reducing congestion on the roads	46	46	50
Reducing pollution	43	42	55[U]
Reducing society's energy consumption	43	42	48
Being a good way to spend tax dollars	43	43	43
Making your country more independent of foreign oil	37	37	32
Works (Average Rating):	**38**	**37**	**44**
Eliminating the need for parking	49	48	54
Being a safe way to get around	47	44	62[U]
Being a dependable means of getting around	37	37	38
Being convenient in bad weather	30	30	30
Going where you want to go	29	28	34
For the Community (Average Rating):	**35**	**35**	**39**
Improving the quality of life for a community's residents	38	37	47[U]
Making communities more attractive to business	36	36	36
Making more people interested in living in the area	31	31	34
For You (Average Rating):	**34**	**34**	**36**
Saving you money vs. driving	45	45	42
Being for people like you	32	32	32
Having a direct, positive impact on your life or those of people you know	30	30	34
Going where you want to go	29	28	34
Evacuation (Average Rating):	**13**	**13**	**16**
Being a good way to escape a natural or man-made disaster	13	13	16

[U] Significantly greater than United States.

Important to them is that the benefits are to others rather than themselves personally. They think of transit as having value more for others than themselves, since they are less likely to have used transit, more likely to give their personal vehicle a high favorability rating of 8-10, and more likely to have a car in their household.

- **Good For Me—**The *Good For Me* segment represents 21% of the participants. People in the *Good For Me* segment tend to be concerned with what public transit does for them personally. It is important to them that transit saves them money versus driving, that it is for people like themselves, and that it has a direct effect on their life or on the life of people they know. In fact, they have strong identification with the personal deep-rooted value "I have to try something for myself in order to support it," reinforcing their need for personal relevance. This group is somewhat socio-economically downscale; they show lower levels of education and are less likely than others to have a car in their household.
- **Works—**Those in the *Works* segment represent 27% of the respondents. They appear to base their transit support on the simple functionality of the system for the everyday needs of themselves and others. They place high priorities on whether or not transit provides mobility to those who cannot afford cars, provides choice in getting around, and takes them where they want to go. That they tend to be young (age 18-24), college students, unemployed, and live in larger households suggest that there are economic reasons for their dependence on transit.

These segments are summarized in Figure 5 and Tables 39 and 40.

4.3.3 Current Transit-Supporting Behaviors

Respondents were asked to describe themselves regarding the strength of their support for transit as "very strong supporters,"

Table 32. Ratings of transit performance concepts as determinants of transit support by country (% extremely/very important).

	Total (1800) %	US (1500) %	Canada (300) %
For the Disadvantaged (Average Rating):	**83**	**83**	**85**
Providing mobility to those who can't drive, such as seniors, teens, and people with disabilities	89	89	93
Helping those who can't afford a car to get around	87	87	89
Giving people more choice in getting around	72	72	72
Works (Average Rating):	**68**	**68**	**70**
Being a safe way to get around	75	74	79
Being a dependable means of getting around	73	74	70
Going where you want to go	71	71	76
Eliminating the need for parking	62	62	63
Being convenient in bad weather	61	61	61
Green (Average Rating):	**67**	**67**	**69**
Reducing pollution	74	73	82[U]
Reducing congestion on the roads	71	70	74
Reducing society's energy consumption	70	69	74
Being a good way to spend tax dollars	63	63	66
Eliminating the need for parking	62	62	63
Making your country more independent of foreign oil	61	62	57
For You (Average Rating):	**60**	**59**	**64**
Going where you want to go	71	71	76
Saving you money vs. driving	63	62	64
Having a direct, positive impact on your life or those of people you know	54	53	59
Being for people like you	51	50	56
For the Community (Average Rating):	**55**	**54**	**61**
Improving the quality of life for a community's residents	66	65	74[U]
Making communities more attractive to business	55	54	62
Making more people interested in living in the area	43	42	47
Evacuation (Average Rating):	**42**	**42**	**45**
Being a good way to escape a natural or man-made disaster	42	42	45

[U] Significantly greater than United States.

"somewhat strong supporters," "mild supporters," or "not really a supporter at all." More than a third (40%) of the respondents considered themselves "very strong supporters." These findings are summarized in Figure 6.

Then those respondents who considered themselves as at least "mild supporters" were asked to indicate which specific support behaviors, of the 15 included in the survey, they might have undertaken or shown toward transit in the past few years.

The average respondent claimed to have only engaged in four of them. The most common ways in which respondents supported public transit tended to be relatively passive, limited to conversation and to the circles of their everyday life, specifically friends, co-workers, and associates. Although about two-thirds (61%-67%) of respondents recommend public transit to friends and co-workers, less than half that amount (30%) have voted for a bill or bond that raised money for transit, and even fewer (10%) attended a public meeting on transit. These findings are summarized in Table 41.

Table 33. Favorability of importance of local transit and other modes by population density (% 8–10 ratings).

	Total (1800) %	High (658) %	Medium (571) %	Low (571) %
Transit	55	56[L]	56[L]	47
Carpooling	48	46	53[H]	49
Driving own car	71	66	77[H]	80[H]

[H] Significantly greater than High Density.
[L] Significantly greater than Low Density.

Transit-Supporting Behaviors by Country

Canadian and American respondents classify themselves similarly in their support for transit; roughly three out of four considered themselves as either a "very strong" or "somewhat strong" supporter in each country.

Table 34. Ratings of transit on performance concepts by population density (% excellent/very good).

	Total (1800) %	High (658) %	Medium (571) %	Low (571) %
For the Disadvantaged (Average Rating):	**52**	**52**	**52**	**54**
Helping those who can't afford a car to get around	60	59	59	63
Providing mobility to those who can't drive, such as seniors, teens, and people with disabilities	56	56	59	54
Giving people more choice in getting around	41	41	39	44
Green (Average Rating):	**44**	**44**	**44**	**43**
Eliminating the need for parking	49	49	50	49
Reducing congestion on the roads	46	46	48	47
Reducing pollution	43	44	43	42
Reducing society's energy consumption	43	42	45	42
Being a good way to spend tax dollars	43	44	40	43
Making your country more independent of foreign oil	37	36	38	36
Works (Average Rating):	**38**	**38**	**39**	**39**
Eliminating the need for parking	49	49	50	49
Being a safe way to get around	47	47	45	48
Being a dependable means of getting around	37	35	43[H]	38
Being convenient in bad weather	30	28	32	31
Going where you want to go	29	30	25	27
For the Community (Average Rating):	**35**	**36**	**33**	**31**
Improving the quality of life for a community's residents	38	37	40	39
Making communities more attractive to business	36	38	32	35
Making more people interested in living in the area	31	33	28	28
For You (Average Rating):	**34**	**35**	**32**	**34**
Saving you money vs. driving	45	45	43	48
Being for people like you	32	34	29	30
Having a direct, positive impact on your life or those of people you know	30	30	30	32
Going where you want to go	29	30	25	27
Evacuation (Average Rating):	**13**	**12**	**13**	**17**
Being a good way to escape a natural or man-made disaster	13	12	13	17[H]

[H] Significantly greater than High Density.

They are also equivalent in terms of the number of transit-supporting behaviors in which they claim to have engaged (an average of 4.0), as well as regarding the actual specific behaviors. There is one difference, however: Americans were more likely than Canadians to have voted for a transit funding bond or referendum (33% versus 8%). This difference is probably due more to governmental differences than to the dispositions of the respondents. Otherwise, Americans and Canadians engaged in the support behaviors at similar rates. These findings are summarized in Table 42.

Transit-Supporting Behaviors by Population Density

The self-classified transit supporter is about equal across density markets. However, those living in the high-density areas were more likely to have engaged in some support behaviors than those in medium- or low-density areas, basically limited to the relatively less public behaviors of interpersonal recommendations and visiting websites. These findings are summarized in Table 43.

Transit-Supporting Behaviors Among Seniors

People who are age 65–74 were just as likely as others to consider themselves "very strong" or "somewhat strong" transit supporters, but this attitude had yet to lead to the same level of action; they demonstrated fewer transit-support behaviors (3.0 on average versus 4.0 among total). In particular, they engaged in fewer support behaviors relating to social/work circles, such as saying good things about transit to friends or coworkers (50% versus 64% among total) and encouraging others to use transit (52% versus 67% among total). They were also less likely to have visited websites to learn more about transit or to have signed up for email alerts. There were no support behaviors where they compensated for lack of activity in these. These findings are summarized in Table 44.)

Table 35. Ratings of transit performance concepts as determinants of transit support by population density (% extremely/very important).

	Total (1800) %	High (658) %	Medium (571) %	Low (571) %
For the Disadvantaged (Average Rating):	**83**	**83**	**82**	**83**
Providing mobility to those who can't drive, such as seniors, teens, and people with disabilities	89	89	88	89
Helping those who can't afford a car to get around	87	87	87	88
Giving people more choice in getting around	72	73	71	71
Works (Average Rating):	**68**	**69**	**68**	**69**
Being a safe way to get around	75	75	74	75
Being a dependable means of getting around	73	74	73	73
Going where you want to go	71	72	69	70
Eliminating the need for parking	62	63	61	61
Being convenient in bad weather	61	61	62	65
Green (Average Rating):	**67**	**68**	**65**	**67**
Reducing pollution	74	76	71	71
Reducing congestion on the roads	71	72	66	72
Reducing society's energy consumption	70	70	69	72
Being a good way to spend tax dollars	63	64	63	63
Eliminating the need for parking	62	63	61	61
Making your country more independent of foreign oil	61	61	62	65
For You (Average Rating):	**60**	**62**	**55**	**57**
Going where you want to go	71	72	69	70
Saving you money vs. driving	63	64	60	61
Having a direct, positive impact on your life or those of people you know	54	56	50	51
Being for people like you	51	55[ML]	42	44
For the Community (Average Rating):	**55**	**56**	**52**	**53**
Improving the quality of life for a community's residents	66	66	63	72[M]
Making communities more attractive to business	55	57	52	46
Making more people interested in living in the area	43	45	40	40
Evacuation (Average Rating):	**42**	**41**	**44**	**43**
Being a good way to escape a natural or man-made disaster	42	41	44	43

[M] Significantly greater than Medium Density.
[L] Significantly greater than Low Density.

Unique Transit-Supporting Behavior Typologies

A factor analysis was conducted to determine the existence of unique transit-supporting behavior typologies. By typology, the researchers mean a sub-set of support behaviors that correlate highly with behaviors grouped within the same subset, but not with other support behaviors that belong to other subsets. The presence of unique typologies would suggest the need for different marketing strategies to address the different typologies of support behaviors. Instead, however, conclusions from the factor analysis pointed to a set of highly correlated and intertwined set of support behaviors; this suggests that there is really only one, overarching notion of transit-supporting behaviors. The results of this research will be used to develop one set of marketing strategies to build this universal notion of transit-supporting behaviors, rather than different marketing tactics to motivate the different types of support behaviors.

A full discussion of the procedure may be found in Appendix F.

Table 36. Favorability of importance of local transit and other modes among seniors (% 8–10 ratings).

	Total (1800) %	Age 65-74 (251) %
Transit	55	68[T]
Car pooling	48	48
Driving own car	71	73

[T] Significantly greater than Total.

A Look Back at the Historical Support Classification from 1999

TCRP Report 63 (*1*), conducted in 1999, segmented the general public based on their feelings of favorability toward

Table 37. Ratings of transit on performance concepts among seniors (% excellent/very good).

	Total (1800) %	Age 65-74 (251) %
For the Disadvantaged (Average Rating):	**52[S]**	**44**
Helping those who can't afford a car to get around	60[S]	49
Providing mobility to those who can't drive, such as seniors, teens, and people with disabilities	56[S]	48
Giving people more choice in getting around	41	36
Green (Average Rating):	**44**	**41**
Eliminating the need for parking	49	46
Reducing congestion on the roads	46	44
Reducing pollution	43[S]	31
Reducing society's energy consumption	43	43
Being a good way to spend tax dollars	43	41
Making your country more independent of foreign oil	37	40
Works (Average Rating):	**38**	**37**
Eliminating the need for parking	49	46
Being a safe way to get around	47	48
Being a dependable means of getting around	37	35
Being convenient in bad weather	30	27
Going where you want to go	29	30
For the Community (Average Rating):	**35**	**35**
Improving the quality of life for a community's residents	38	39
Making communities more attractive to business	36	35
Making more people interested in living in the area	31	31
For You (Average Rating):	**34**	**34**
Saving you money vs. driving	45	42
Being for people like you	32	34
Having a direct, positive impact on your life or those of people you know	30	31
Going where you want to go	29	30
Evacuation (Average Rating):	**13**	**15**
Being a good way to escape a natural or man-made disaster	13	15

[S] Significantly greater than Seniors.

public transit (importance and impact in the area where you live) using an 11-point scale ranging from "0" to "10." Those who rated public transit as an 8 or more were considered "Supporters" of transit, an important group given that they are most likely to undertake support actions. Those whose ratings fell in the middle, between 5 and 7, were considered "Swing" and were considered a primary target for future marketing given that they were possibly open to persuasion. Those who rated it below 5 were considered "Non-Supporters," a group determined likely to be unresponsive to any possible marketing strategies.

TCRP Report 63 found that, in the United States, 36% were Supporters, 33% were Swing, and 31% were Non-Supporters. In Canada, Supporters were more prevalent, at 52%; Swing constituted 30%, and Non-Supporters 18%.

The current research builds on this premise; it incorporated the favorability measure as a screening of eligibility, leaving out of the current survey those who fell in the Non-Supporter classification. Compared to 1999, the current research found a smaller proportion falling into the *TCRP Report 63* definition of "Supporters" and a larger proportion falling into "Non-Supporters." However, it still found more "Supporters" in Canada than in the United States. These findings are summarized in Figure 7. The current research may have included areas where support for transit is weaker; this could help explain the difference in proportions between 1999 and the current survey in 2006.

TCRP Report 63 also classified individuals as "Influentials" if they claimed to have engaged in at least four of eight general public activities not related exclusively to transit. Adopting this classification, the current study found that the most common public activity was reading the editorial page in the daily paper (56%); no other activities were engaged in by more than half. About one in five (21%) engage in at least four of the eight behaviors, qualifying as "Influentials." (This percentage cannot be compared to *TCRP Report 63*, because *TCRP Report 63* included "Non-Supporters.") These findings are summarized in Table 45.

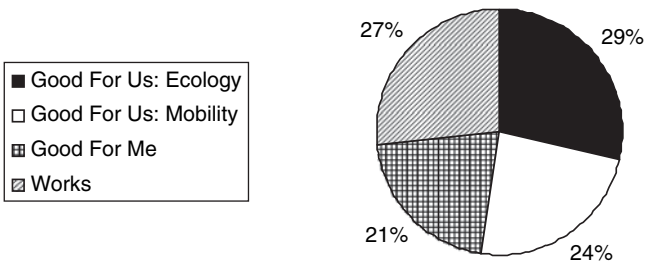
Table 38. Ratings of transit performance concepts as determinants of transit support among seniors (% extremely/very important).

	Total (1800) %	Age 65-74 (251) %
For the Disadvantaged (Average Rating):	**83**	**85**
Providing mobility to those who can't drive, such as seniors, teens, and people with disabilities	89	90
Helping those who can't afford a car to get around	87	90
Giving people more choice in getting around	72	76
Works (Average Rating):	**68**	**76**
Being a safe way to get around	75	85[T]
Being a dependable means of getting around	73	79
Going where you want to go	71	74
Eliminating the need for parking	62	75[T]
Being convenient in bad weather	61	68
Green (Average Rating):	**67**	**74**
Reducing pollution	74	77
Reducing congestion on the roads	71	77
Reducing society's energy consumption	70	71
Being a good way to spend tax dollars	63	71[T]
Eliminating the need for parking	62	75[T]
Making your country more independent of foreign oil	61	74[T]
For You (Average Rating):	**60**	**62**
Going where you want to go	71	74
Saving you money vs. driving	63	64
Having a direct, positive impact on your life or those of people you know	54	54
Being for people like you	51	56
For the Community (Average Rating):	**55**	**65[T]**
Improving the quality of life for a community's residents	66	73[T]
Making communities more attractive to business	55	64[T]
Making more people interested in living in the area	43	58[T]
Evacuation (Average Rating):	**42**	**51[T]**
Being a good way to escape a natural or man-made disaster	42	51[T]

[T] Significantly greater than Total.

4.3.4 Personal Deep-Rooted Values

Marketing campaigns in other industries have successfully used personal deep-rooted values to effect change. In order to determine whether transit can do the same, respondents were asked to rate themselves on a series of values and beliefs.



N = 1800

Figure 5. Importance segment percentages among total.

Agreement levels ("describes me completely or very well") are highest for those values that express a desire for ideal living conditions rather than personal responsibility for improving the status quo. In this regard, the importance of transportation, i.e., all forms of transportation, is universally central to respondents' value systems.

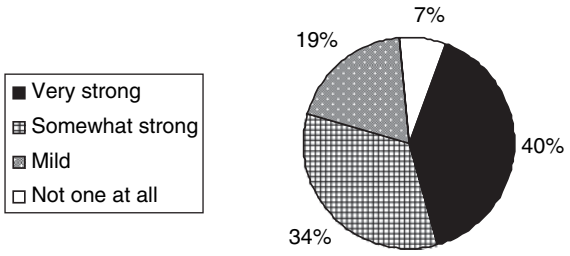
- The top tier of values, with ratings of 79% or higher, tend to reflect general humanitarian and/or environmental concerns.
- The values that fall in the second tier, with ratings in the range of 40 to 68%, suggest that it is not universal to think that the community or government is responsible for its citizens' quality of life.
- Statements in the third tier indicate widespread general disinterest in personal involvement in public issues beyond the responsibility of voting. Getting involved without having been personally affected is extremely rare (23%).

Table 39. Division of importance segments.

	Good For Us: Ecology	Good For Us: Mobility	Good For Me	Works
Rating of Transit Features as Determinates of Transit Support: (% Extremely/ Very Important)	**Skews high on:** Reduces pollution (90%) Reduces congestion on the roads (88%) Reduces society's energy consumption (87%) Makes your country more independent of foreign oil (78%) Eliminates the need for parking (74%) Improves the quality of life for a community's residents (72%) Is a good way to spend tax dollars (71%) Is for people like you (56%) **Skews low on:** Is convenient in bad weather (47%) Makes communities more attractive to businesses (47%) Makes more people interested in living in the area (37%) Is a good way to escape a natural or man-made disaster (14%)	**Skews high on:** Provides mobility to those who can't drive (96%) Helps those who can't afford a car to get around (92%) Reduces pollution (85%) Reduces society's energy consumption (80%) Makes your country more independent of foreign oil (75%) Is a good way to escape a natural or man-made disaster (66%) **Skews low on:** Is a dependable means of getting around (68%) Gives people more choice in getting around (66%) Goes where you want (61%) Improves the quality of life for a community's residents (60%) Saves money vs. driving (50%) Makes communities more attractive to businesses (47%) Is a good way to spend tax dollars (47%) Has a direct, positive impact on your life or those of people you know (38%) Is for people like you (29%) Makes more people interested in living in the area (28%)	**Skews high on:** Reduces congestion on the roads (77%) Saves you money vs. driving (76%) Improves the quality of life for a community's residents (76%) Is convenient in bad weather (75%) Is a good way to spend tax dollars (73%) Has a direct, positive impact on your life or those of people you know (73%) Makes communities more attractive to businesses (72%) For people like you (72%) Makes more people interested in living in the area (70%) Makes your country more independent of foreign oil (68%) Good way to escape a natural or man-made disaster (63%) **Skews low on:** Provides mobility to those who can't drive (78%) Helps those who can't afford a car to get around (74%)	**Skews high on:** Helps those who can't afford a car to get around (93%) Gives people more choice in getting around (77%) Goes where you want to go (77%) **Skews low on:** Improves the quality of life for a community's residents (58%) Reduces congestion on the roads (50%) Eliminates the need for parking (48%) Reduces pollution (46%) Reduces society's energy consumption (42%) Is a good way to escape a natural or man-made disaster (34%) Makes your country more independent of foreign oil (26%)

Table 40. Profiles of the four importance segments.

	Good For Us: Ecology	Good For Us: Mobility	Good For Me	Works
Local Transit Usage	Skew high for ever experienced any mode (71%)	Skew low for ever experienced any mode (58%) and ever experienced trains (29%) Past week usage skews low for any mode (12%), including fixed route buses (10%), and trains (5%)	Skew high for on-demand service for disabled, both "ever" (7%) and in the past week (3%)	
Favorability and Importance of Transit and Other Modes (% 8-10)	Low for driving own car (61%)	High for driving own car (81%)		Low for carpooling (41%)
Overall Ratings	Low for local transit (13% 0-2) Low for transit in general (32% 8-10)		High for transit in general (46% 8-10)	
Ratings of Transit on Performance Concepts: (% Excellent /Very Good)	**Skews high on:** *Green* (56%) **Skews low on:** *Evacuation* (6%)	**Skews high on:** *Evacuation* (17%) **Skews low on:** *For You* (28%)	**Skews high on:** *Evacuation* (23%) **Skews low on nothing.**	**Skews high on nothing.** **Skews low on:** *Green* (32%) *For the Community* (29%) *Evacuation* (9%)
Average # of Transit Support Behaviors:	4.5	3.6	4.0	3.9
***Influentials* Membership:**	Skews high, 26%			
Membership in Values Segments	Skew high for Society Do-Gooders (34%), low for Self-Involved (19%) (See Section 4.3.4)	Skew high for Talkers, Not Walkers (18%) (See Section 4.3.4)		
Geographic Location	No skews			
Population Density	No skews			
Demography	Better educated (51% college graduate) More White (76%), fewer Hispanic (5%) Fewer large households, only 2% 6+ In the U.S., more upper income (22% $100k+)	More likely to have a car in household (97%) In Canada fewer lower income (6% less than CN$25k)	Fewer age 18-34 (27%) Less educated (41% high school or less) More likely to not have a car in household (14%)	Younger: more age 18-24 (21%) Fewer White (62%) More college students (10%) and unemployed (10%) Larger households: 8% with 6+ members, and 27% with 3+ adults In the U.S., more lower income (27% less than $25k); however in Canada fewer lower income (6% less than CN$25k)



N = 1800

Figure 6. Proportion of supporters, non-supporters, and "swing," using Report 63 criterion.

- However, the entire sample essentially agrees that transportation, all forms of transportation, is central to government responsibility; only 7% feel that spending tax dollars on community services such as transportation is a waste of resources.

These findings are summarized in Figure 8.

Dividing Individuals into Segments Based on Personal Deep-Rooted Values

Respondents were grouped into five value segments based on the specific deep-rooted beliefs and values they hold. These findings are summarized in Figure 9 and Tables 46 and 47. Each segment contains individuals who share similar values with others in that same group, but who carry somewhat different values than individuals who are members of other segments. The five value segments are as follows:

- **Society Do-Gooders—***Society Do-Gooders* represent 25% of respondents. These individuals are the most socially concerned and personally active among the segments. They express environmental concerns and believe in the importance of community and governmental action. They are also more open to action on issues that may not be personally relevant to them. They express a high level of interest in public transit and are above average in their transit-supporting behaviors. They also tend to be demographically upscale; they are more likely than others to live in their own homes, have high incomes, and be highly educated. They are also more likely to be female and white.
- **The World And Me—***The World And Me* segment represents 20% of the participants. These people express environmental concerns and espouse many of the community values that make transit an asset to communities and see a role for communities and government in making improvements. However, despite these altruistic concerns, they are unlikely to take action on anything that does not have a personal reward. No particular demographic classifications stand out among this group.

Table 41. Support behaviors engaged in among total.

	Total (1800) %
Encouraged others to use transit	67
Said good things to your friends or co-workers about public transportation	64
Suggested public transportation to a group of friends going to a large public event	61
Visited a Web site to learn more about public transportation in your area	43
Urged others to be patient while construction projects related to public transportation were in progress	36
Voted for a bill or bond which raised money for transit	30
Voted for a candidate because he/she was in favor of public transportation	22
Contacted a public transit agency to recommend a change or improvement	16
Spoken to your employer about getting transit programs and rideshare programs for employees	14
Filled out a rider-comment card or participated in a prior survey for public transportation	14
Attended a public meeting or town hall because public transportation was being discussed	10
Bought a souvenir such as a t-shirt or button from a public transportation agency	9
Signed up for email alerts regarding public transportation	8
Written a letter or email to the local newspaper in support of public transportation	4
Arranged or helped organize a meeting about public transportation in your neighborhood	3
Not really a supporter at all (not asked)	**7**
Average number of behaviors	4.0

Table 42. Support for transit by country.

	Total (1800) %	US (1500) %	Canada (300) %
RATING OF SELF AS A SUPPORTER:			
Very/strong supporter	74	73	80
Very strong supporter	40	40	40
Somewhat strong supporter	34	33	41
SUPPORT BEHAVIORS ENGAGED IN:			
Encouraged others to use transit	67	67	69
Said good things to your friends or co-workers about public transportation	64	63	67
Suggested public transportation to a group of friends going to a large public event	61	60	66
Visited a Web site to learn more about public transportation in your area	43	42	51
Urged others to be patient while construction projects related to public transportation were in progress	36	36	39
Voted for a bill or bond which raised money for transit	30	33[C]	8
Voted for a candidate because he/she was in favor of public transportation	22	22	24
Contacted a public transit agency to recommend a change or improvement	16	15	17
Spoken to your employer about getting transit programs and rideshare programs for employees	14	15	13
Filled out a rider-comment card or participated in a prior survey for public transportation	14	14	13
Attended a public meeting or town hall because public transportation was being discussed	10	10	14
Bought a souvenir such as a t-shirt or button from a public transportation agency	9	10	6
Signed up for email alerts regarding public transportation	8	9	5
Written a letter or email to the local newspaper in support of public transportation	4	3	5
Arranged or helped organize a meeting about public transportation in your neighborhood	3	4	1
Not really a supporter at all (not asked)	**7**	**7**	**5**
Average number of behaviors	4.0	4.0	4.0

[C] Significantly greater than Canada.

- **Talkers, Not Walkers—***Talkers, Not Walkers* represent 14% of respondents. Although this group claims they get involved in issues that do not affect them directly, they show little interest in governmental involvement in community services such as public transit. Except for slightly more Hispanics than other segments, there are no demographic differences.
- **Self-Involved—***Self-Involved* represent 25% of the respondents. This group is less willing to make compromises for the benefit of society and is less likely to recognize the difficulties that occur when someone cannot get around town easily. They also see spending tax money on services such as transportation as a waste of money and believe in a minimal role for government improving communities or helping people become more self-sufficient. This group is less educated than other segments and very favorable to the importance of a personal vehicle.
- **Apathetics—***Apathetics* represent 17% of respondents. This group of people is most distinguished by their lack of political involvement. Most believe that their "vote doesn't matter." Few see themselves as getting involved in issues that are not personally relevant. They tend to be younger and less educated than those in other segments, and ethnicity skews away from white.

Table 43. Support for transit by population density.

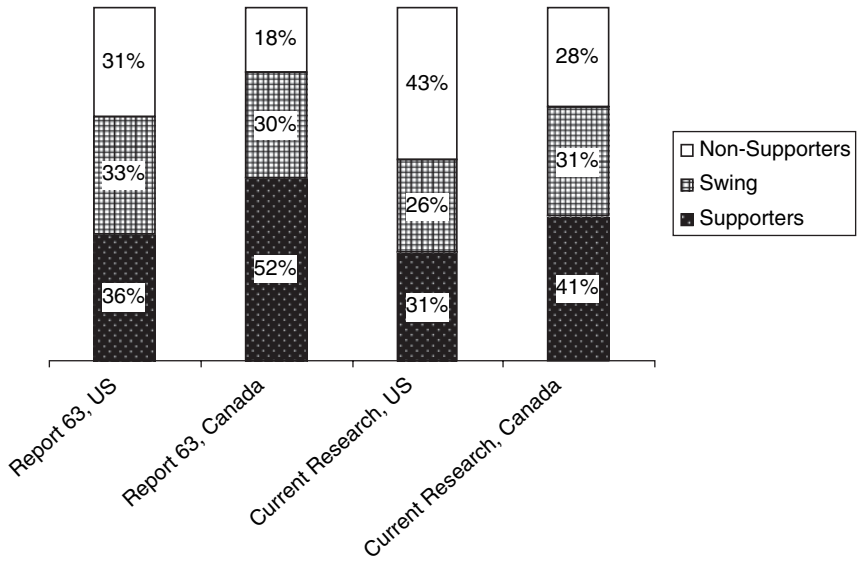
	Total (1800) %	High (658) %	Medium (571) %	Low (571) %
RATING OF SELF AS A SUPPORTER:				
Very/strong supporter	**74**	**75**	**73**	**70**
Very strong supporter	40	41	38	37
Somewhat strong supporter	34	34	34	33
SUPPORT BEHAVIORS ENGAGED IN:				
Encouraged others to use transit	67	71[ML]	60	62
Said good things to your friends or co-workers about public transportation	64	66[ML]	59	59
Suggested public transportation to a group of friends going to a large public event	61	65[ML]	54	52
Visited a website to learn more about public transportation in your area	43	49[ML]	33	33
Urged others to be patient while construction projects related to public transportation were in progress	36	39[ML]	31	30
Voted for a bill or bond issue which raised money for transit	30	29	30	31
Voted for a candidate because he or she was in favor of public transportation	22	24[L]	20	17
Contacted a public transit agency to recommend a change or improvement	16	16	15	14
Spoken to your employer about getting transit programs and rideshare programs for employees	14	15	14	14
Filled out a rider-comment card or participated in a prior survey for public transportation	14	14	12	14
Attended a public meeting or town hall because you knew public transportation was being discussed	10	12[L]	8	6
Bought a souvenir such as a t-shirt or button from a public transportation agency	9	10	7	9
Signed up for email alerts regarding public transportation	8	10[L]	6	4
Written a letter or email to the local newspaper in support of public transportation	4	3	4	4
Arranged or helped organize a meeting about public transportation in your building or neighborhood	3	3	3	4
Not really a supporter at all (not asked)	**7**	**7**	**7**	**7**
Average number of behaviors	4.0	4.3	3.6	3.5

[M] Significantly greater than those in medium density areas.
[L] Significantly greater than those in low density areas.

Table 44. Support for transit among seniors.

	Total (1800) %	Age 65-74 (251) %
RATING OF SELF AS A SUPPORTER:		
Very/strong supporter	**74**	**69**
Very strong supporter	40	43
Somewhat strong supporter	34	25
SUPPORT BEHAVIORS ENGAGED IN:		
Encouraged others to use transit	67[S]	52
Said good things to your friends or co-workers about public transportation	64[S]	50
Suggested public transportation to a group of friends going to a large public event	61[S]	45
Visited a website to learn more about public transportation in your area	43[S]	12
Urged others to be patient while construction projects related to public transportation were in progress	36	36
Voted for a bill or bond issue which raised money for transit	30	34
Voted for a candidate because he or she was in favor of public transportation	22	19
Contacted a public transit agency to recommend a change or improvement	16	12
Spoken to your employer about getting transit programs and rideshare programs for employees	14[S]	5
Filled out a rider-comment card or participated in a prior survey for public transportation	14[S]	8
Attended a public meeting or town hall because you knew public transportation was being discussed	10	10
Bought a souvenir such as a t-shirt or button from a public transportation agency	9	7
Signed up for email alerts regarding public transportation	8[S]	4
Written a letter or email to the local newspaper in support of public transportation	4	4
Arranged or helped organize a meeting about public transportation in your building or neighborhood	3	4
Not really a supporter at all (not asked)	**7**	**12**
Average number of behaviors	4.0	3.0

[S] Significantly greater than Seniors.



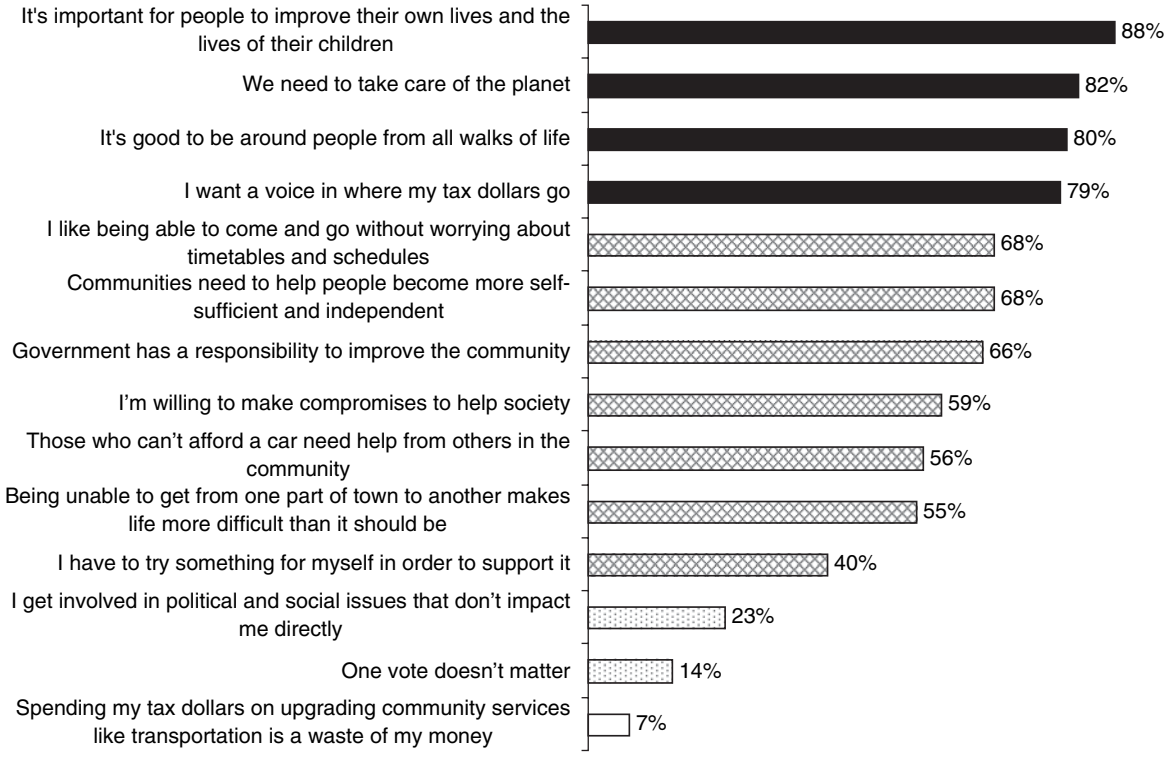
N = 2,103; 600; 2,911; 474.

Figure 7. Agreement with values statements among total (% describes me or my feelings completely/very well).

Table 45. *"Influentials"* behaviors among total.

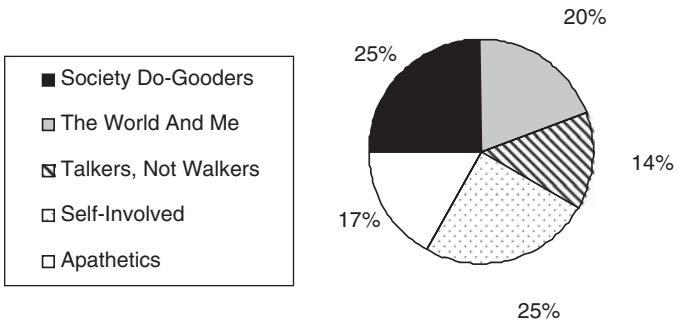
	Total (1800) %
Original list of *Influential* behaviors from *Report 63*:[1]	
Read the editorial page in the daily paper	56
Taken an active part in some local civic issues	33
Written to or visited a public official about some matter of public business or to express your view on an issue	30
Addressed or spoken before a public meeting (such as a PTA or school board meeting)	22
Written or telephoned a radio or television station to express your opinion	18
Written or said something that has been published	13
Written to the editor of a magazine or newspaper	12
Actively worked for a political party or candidate	11
Additional items asked in this research:	
Read online Internet editorials or blogs	39
Written comments in Internet blogs to express your opinion	20
Percent answering "yes" to four or more of the original eight	21

[1] These figures cannot be compared to those for Report 63. Report 63 stopped asking about behaviors when the respondent had said "yes" to four in the list.



N = 1800

Figure 8. Agreement with values statements among total (% describes me or my feelings completely/very well).



N = 1800

Figure 9. Value segment percentages among total.

Table 46. Division of the value segments.

	Society Do-Gooders	The World And Me	Talkers, Not Walkers	Self-Involved	Apathetics
Personal Deep-rooted Value Ratings: (% Describes Completely/ Very Well)	**Skews high on:** It's important for people to be able to improve their own lives and the lives of their children (96%) It's good to be around people from all walks of life (92%) I want a voice in where my tax dollars go (91%) We need to take care of the planet (90%) Government has a responsibility to improve the community (84%) Communities need to help people become more self-sufficient and independent (80%) I'm willing to make compromises to help society (78%) Those who can't afford a car need help from others in the community (74%) Being unable to get from one part of town to another makes life more difficult than it should be (69%) I get involved in political and social issues that don't impact me directly (45%) **Skews low on:** Spending my tax dollars on upgrading community services like transit is a waste of my money (0%) One vote doesn't matter (0%) I have to try something for myself in order to support it (14%) I like being able to come and go without worrying about timetables and schedules (53%)	**Skews high on:** It's good to be around people from all walks of life (91%) We need to take care of the planet (90%) I like being able to come and go without worrying about timetables and schedules (81%) Communities need to help people become more self-sufficient and independent (81%) Government has a responsibility to improve the community (76%) Those who can't afford a car need help from others in the community (71%) Being unable to get from one part of town to another makes life more difficult than it should be (69%) I have to try something for myself in order to support it (63%) **Skews low on:** Spending my tax dollars on upgrading community services like transit is a waste of my money (0%) One vote doesn't matter (<½%) I get involved in political and social issues that don't impact me directly (1%)	**Skews high on:** I have to try something for myself in order to support it (55%) I get involved in political and social issues that don't impact me directly (39%) **Skews low on:** Spending my tax dollars on upgrading community services like transit is a waste of my money (0%) One vote doesn't matter (<½%) Being unable to get from one part of town to another makes life more difficult than it should be (24%) Those who can't afford a car need help from others in the community (29%) Government has a responsibility to improve the community (57%)	**Skews high on:** Spending my tax dollars on upgrading community services like transit is a waste of my money (27%) **Skews low on:** I get involved in political and social issues that don't impact me directly (18%) I'm willing to make compromises to help society (33%) Those who can't afford a car need help from others in the community (40%) Government has a responsibility to improve the community (45%) Communities need to help people become more self-sufficient and independent (48%) Being unable to get from one part of town to another makes life more difficult than it should be (49%) It's good to be around people from all walks of life (59%) We need to take care of the planet (65%) It's important for people to be able to improve their own lives and the lives of their children (78%)	**Skews high on:** One vote doesn't matter (60%) **Skews low on:** Spending my tax dollars on upgrading community services like transit is a waste of my money (<½%) I get involved in political and social issues that don't impact me directly (13%) I want a voice in where my tax dollars go (62%)

Table 47. Profiles of the five value segments.

	Society Do-Gooders	The World And Me	Talkers, Not Walkers	Self-Involved	Apathetics
Local Transit Usage		Skew high for ever experienced fixed route buses (57%)		Skew low for ever experienced fixed route buses (43%)	
Favorability and Importance of Transit and Other Modes (% 8-10)	High for transit (62%) High for carpooling (57%) Low for driving own car (56%)	High for transit (63%)	Low for transit (45%) High for driving own car (79%)	Low for transit (48%) High for driving own car (81%)	
Overall Ratings	Skews low for transit in general (29% 8-10)	Skews high for transit in general (45% 8-10)			
Ratings of Transit on Performance Concepts: (% Excellent/ Very Good)	**Skews high on:** *For the disadvantaged* (59%) *Green* (55%) *For the community* (44%) **Skews low on nothing.**	**Skews high on:** *For the disadvantaged* (58%) *Green* (51%) *Works* (45%) *For You* (42%) *For the community* (41%) **Skews low on nothing.**		**Skews high on nothing.** **Skews low on everything.**	**Skews high on nothing.** **Skews low on:** *Green* (37%)
Importance Segment Membership	Skews high for *Good For Us: Ecology* (40%)		Skews high for *Good For Us: Mobility* (30%)	Skews low for *Good For Us: Ecology* (22%)	
Average # of Transit Support Behaviors:	5.0	4.1	4.2	3.0	3.8
***Influentials* Membership:**	Skews high (50%)	Skews low (13%)		Skews low (12%)	Skews low (13%)
Geographic Location	No skews				
Population Density	No skews				
Demography	Gender skews female (58%) Fewer age 18-34 (29%) Live in houses (77%), few in apartments (18%) More with at least some college (81%), and holding a degree (54%) More are white (76%) In the US, more with HH incomes US$100k+ (22%)	Apartment dwellers (28%)	More Hispanics (14%)	More with high school education or less (39%)	More age 18-34 (45%) More with high school education or less (45%) Fewer white (60%),

CHAPTER 5

Motivating Support For Transit

The previous chapter presented overall survey findings and offered insight into the values, attitudes, and use of transit services associated with support for public transportation. To better craft a communications strategy, it is important to look at the relationship of these variables in relation to one another and in association with transit-supportive behaviors. This section shows how these characteristics motivate transit-supporting behaviors. Specifically, this section will present the association between the following:

- Personal values and support for public transportation,
- Attitudes toward and perceptions of transit and support for public transportation, and
- Awareness/use of local transit services and support for public transportation.

This analysis will identify the variables that have the greatest influence on support for transit.

5.1 The Path Model

The analytic technique used to model how values, attitudes, behaviors, and other variables contribute to support is called Path Analysis. Path Analysis determines the effect of all variables on each other and ultimately on the overall goal of demonstrating transit support.

The variables examined as determinants of support include

- Involvement with public transit, both usage and information seeking;
- Overall opinions of public transit and competing modes;
- Perceptions of specific transit characteristics based on six performance concepts;
- Transit importance segments (four groups of individuals with unique opinions of which transit features play a role in determining transit support);
- Values segments (five groups of individuals with unique deep-rooted beliefs and values);
- Geographic location, specifically country and population density, and
- Demographics and related respondent profile variables.

The power of each variable in leading to support is expressed in a number, called a "beta coefficient." Differences in their magnitude are an indication of their relative power, and the sign of the value (positive or negative) indicates if the variable has a positive relationship with support behaviors or a negative relationship. Four Path models were created—one for the total sample and one for each population density market.The basic structure of the relationships between the variables is hypothesized in Figure 10. The direction of hypothesized causality is indicated by the points of the arrows between the variables in the diagram. Most of the variables can have both a direct effect on support for transit as well as an indirect effect (going through other variables).

Across the three population density groupings, there are more similarities than differences. Therefore, the drivers of support in all markets with transit are discussed before discussing drivers in the three individual population density groupings.

More information about the Path modeling technique may be found in Appendix F.

5.2 Main Drivers of Support

Personal involvement is, far and away, the strongest determinant of transit support. This includes current use of transit and related behavior—those who are willing to seek information to learn more about their community's transit services; the perception concept of *For You*, the notion that transit is personally relevant, and the negative opinions of the importance of personal vehicle on a community.

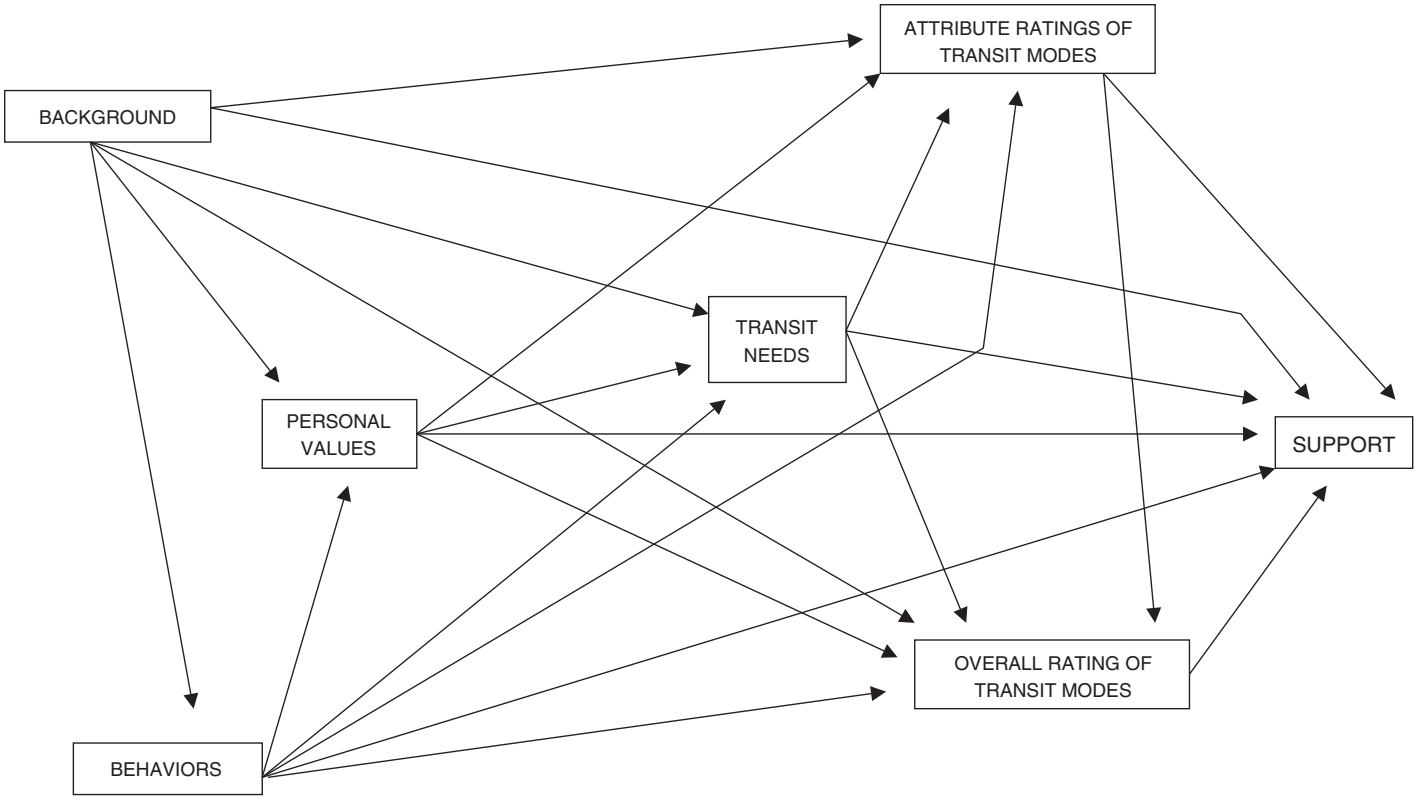


Figure 10. Structure of the path models.

Nevertheless, there appear to be indications that both users and non-users can be targeted to be transit supporters, depending on the deep-rooted values people hold and the perceptions and attitudes they have toward transit. In particular, we need to look closely at two values segments—Self-Involved and Society Do-Gooders. The profile and attributes identified with the value segment of Society Do-Gooders appear to have an important direct effect on support behavior. This includes being personally involved in social issues, being environmentally concerned, holding a belief in community and government action, and being demographically upscale. The Self-Involved, the converse of Society Do-Gooders, are practically at opposite poles with respect to transit-support behaviors. Thus the segment of Society Do-Gooders is an important target to understand for communication themes. Other aspects associated with support are related to these. For example, perceptions that transit has environmental benefits, *Green*, confirm the values of the Society Do-Gooders who recognize a need to "take care of the planet." Higher income and more education are seen as demographic characteristics that are closely associated with support, and these two items also relate to people being in the Society Do-Gooders segment, who are classified as more upscale.

In Figures 11 and 12, variables that have significant associations with support are shown as bars. If the association is positive, the bar points to the right, and its length is a measure of its relative power. If the variable has a negative effect, the bar points to the left. Bars are grouped according to their power; variables with solid bars are seen as more powerful than those with cross hatching, which are in turn seen as more powerful than those that are dotted. There is a chart for the direct effect, and one for the net effect, which is a combination of both direct and indirect effects.

5.3 Main Drivers of Support by Population Density

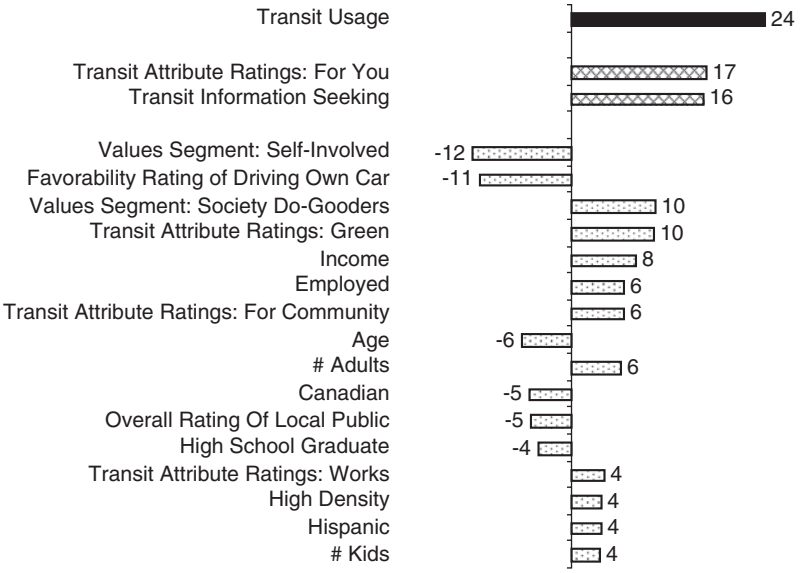
The analysis did not reveal large differences among the different population density segments.

5.3.1 Drivers of Support in Low-Population Density Markets

In low-density markets, support is essentially driven by the same set of values, attitudes, and behaviors. Findings are displayed in Figures 13 and 14.

Bus use is a significant driver of support (just as transit use is in markets in general), as is seeking information about transit and other personal involvement with transit characteristics.

In addition, consistent with the grand total, the values of the Self-Involved should be avoided whereas the values of



Relative power in driving support, positively or negatively.

Figure 11. Drivers of support: direct impact on support among total.

Society Do-Gooders have a significant effect on creating support. Along those lines is the finding that support is also driven by the perception that transit is important for the economic viability of the community (making the area more attractive to businesses and potential residents).

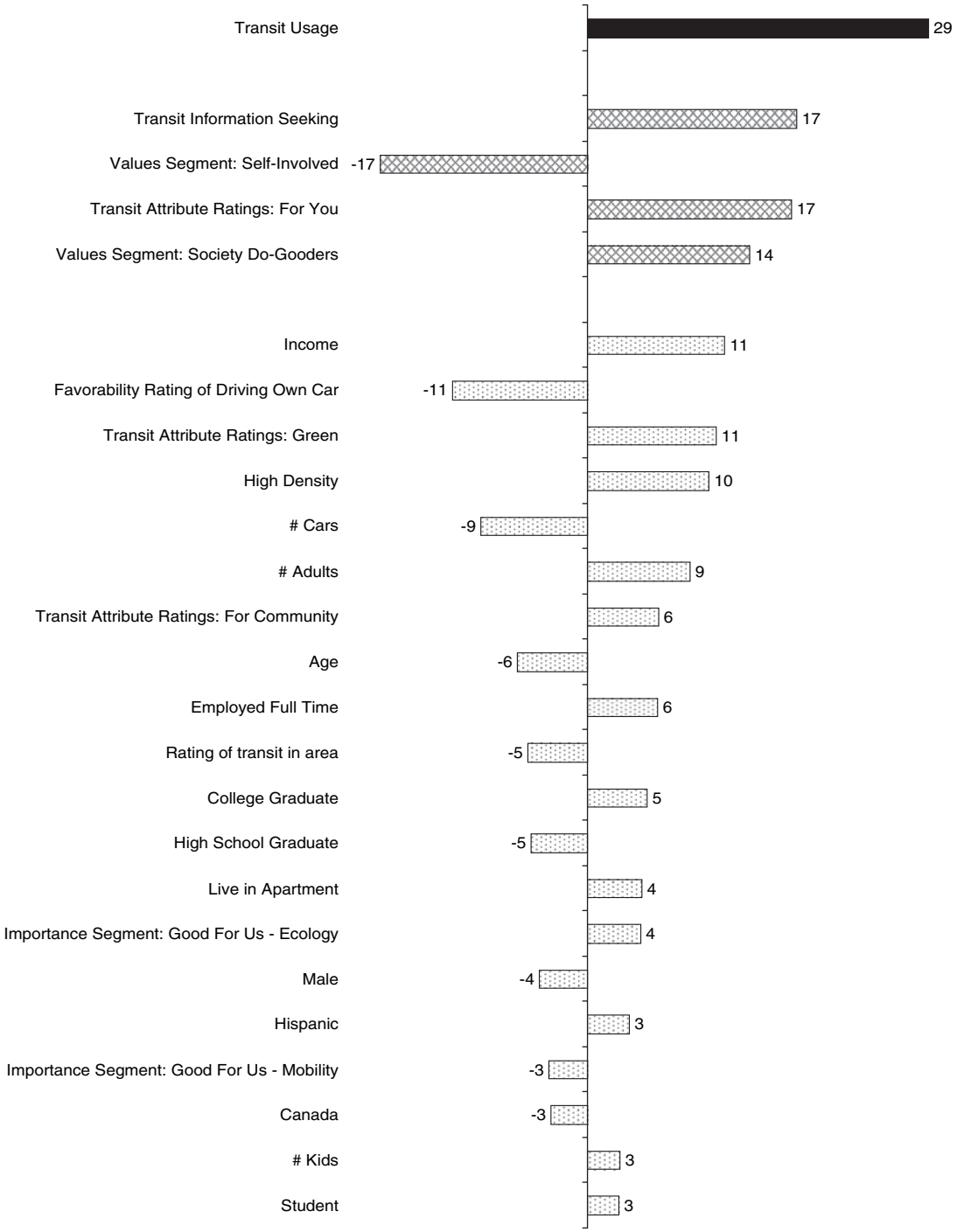
Being male also has a very positive correlation. However, because Society Do-Gooders skew female, a conflicting finding, gender should not be considered an important driver. There is one demographic difference in these low-density markets—support is also likely to come from households that have more children.

5.3.2 Drivers of Support in Medium-Population Density Markets

Transit supporters living in medium densities again believe and behave similarly to those in other markets. Elements that influence transit support are shown in Figures 15 and 16. Transit use and involvement (information seeking and other personal relevance variables) are again very positively related to supporting transit. The values segment Society Do-Gooders and related perceived environmental benefits of transit are also of critical importance. Those who care that transit provides mobility to those with disadvantages seem less likely to support transit than others are in these markets. However, this counters the profile of the Society Do-Gooders and notions of transit as being personally relevant, reducing its real importance as a path to transit support.

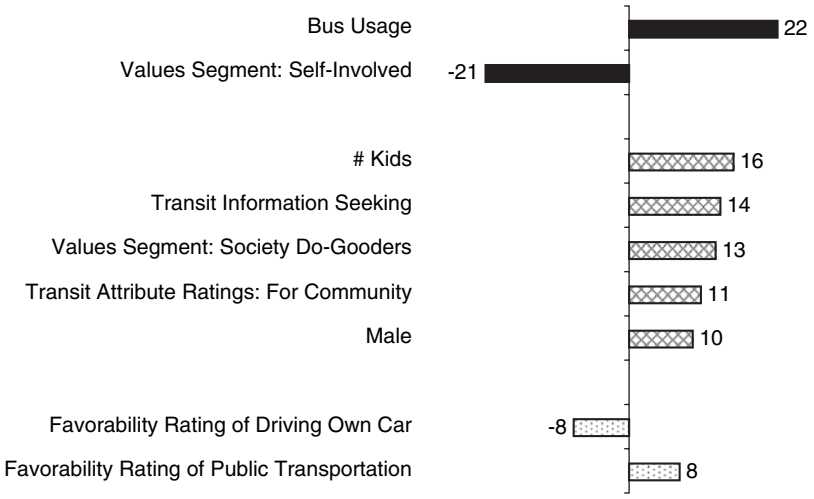
5.3.3 Drivers of Support in High-Population Density Markets

High-density markets follow the findings of the grand total with virtually no divergence. Transit involvement, use, and other personal relevance variables top the list. In addition, Society Do-Gooders and related socially conscious profiles stand out as being important. These findings are summarized in Figures 17 and 18.



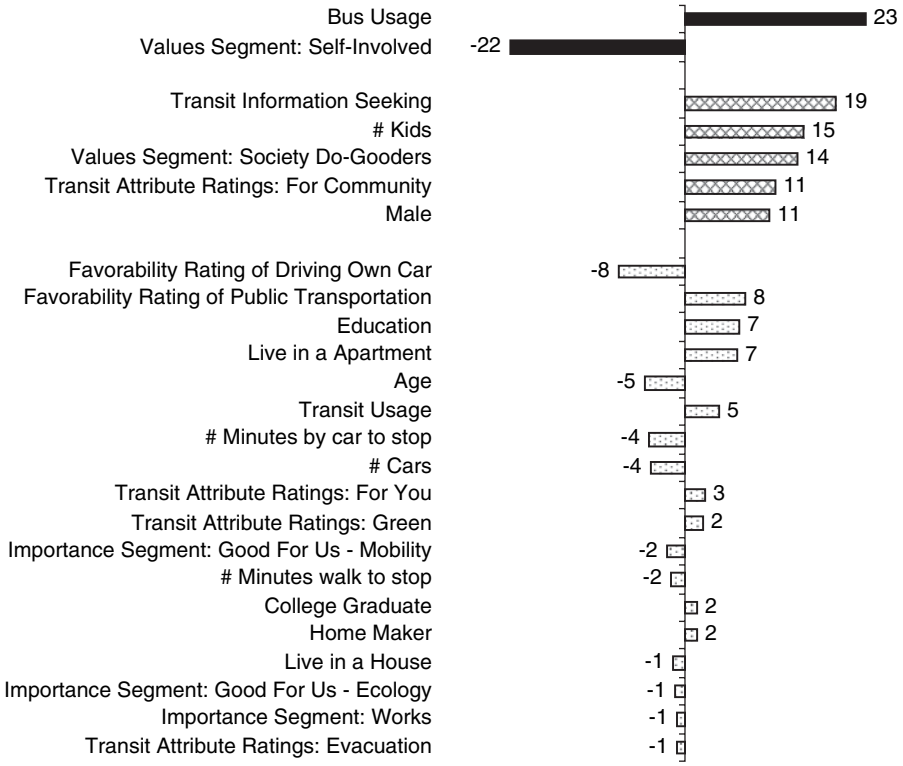
Relative power in driving support, positively or negatively.

Figure 12. Drivers of support: net impact on support among total.



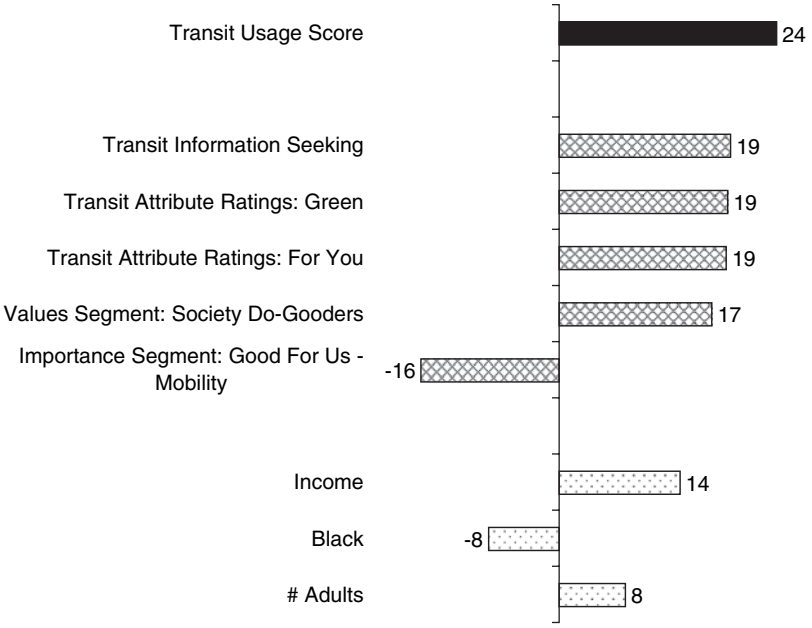
Relative power in driving support, positively or negatively.

Figure 13. Drivers of support: direct impact on support in low density markets.



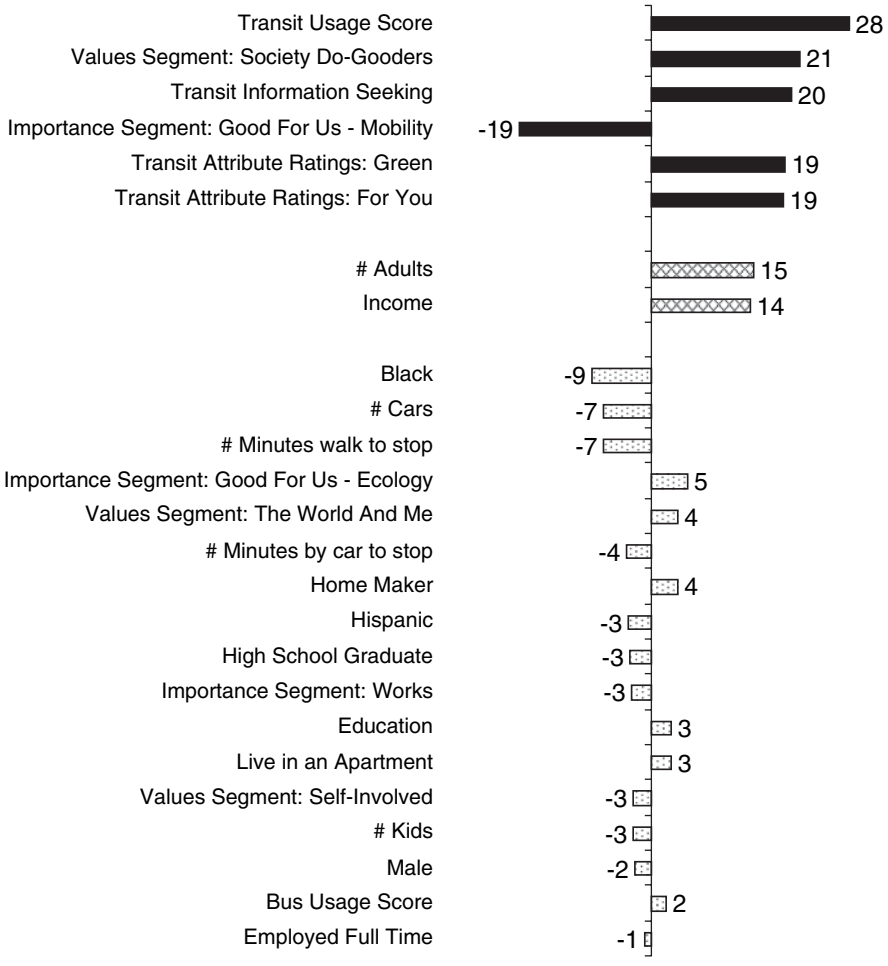
Relative power in driving support, positively or negatively.

Figure 14. Drivers of support: net impact on support in low density markets.



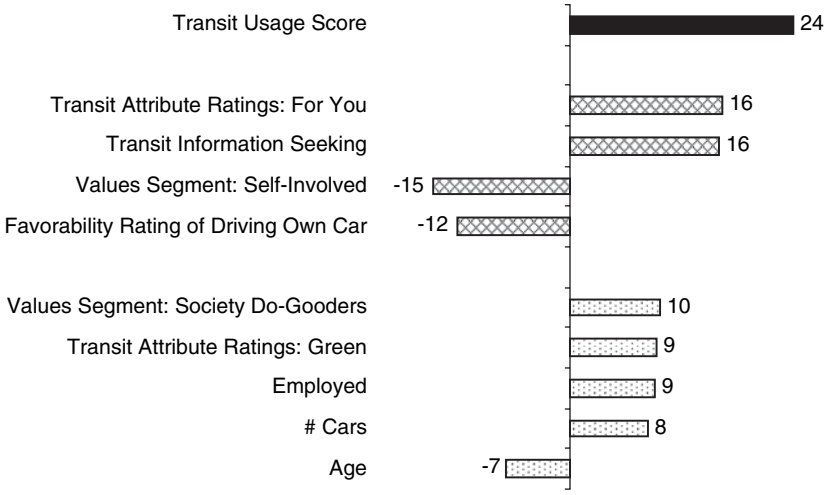
Relative power in driving support, positively or negatively.

Figure 15. Drivers of support: direct impact on support in medium density markets.



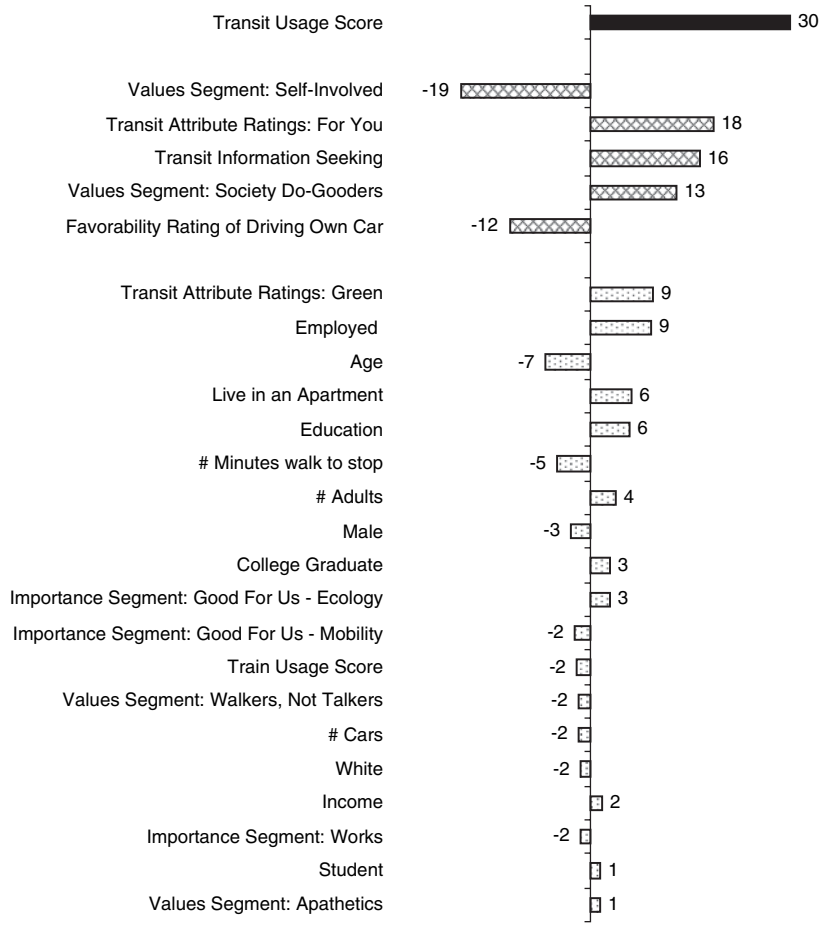
Relative power in driving support, positively or negatively.

Figure 16. Drivers of support: net impact on support in medium density markets.



Relative power in driving support, positively or negatively.

Figure 17. Drivers of support: direct impact on support in high density markets.



Relative power in driving support, positively or negatively.

Figure 18. Drivers of support: net impact on support in high density markets.

CHAPTER 6

Recommended Communication Strategies

The survey research effort was designed to identify factors that influence decisions to support public transportation. The results of the survey analysis, and, in particular, the results of the Path analysis, were examined to identify the factors most strongly associated with support for public transportation. Based on this assessment, the research team developed a communications strategy for motivating individuals to act in support of public transportation.

6.1 Summary of Relevant Research Findings

From the Path analysis, which compiles responses from the transit use, perception, and values segmentation phases, as well as demographics, and assigns degrees of importance to these variables vis-à-vis their effect on support for public transportation, the researchers find the following:

- **Current transit use is the greatest behavioral indicator of support.** Notably, in the middle- and low-density areas, only about one-half of the sample has ever used any mode of transit, and 10% or less have used it in the last weeks. As would be expected, the penetration of transit use is much higher in the high-density areas, with 73% of respondents saying they had ever used any mode, but even in these areas only 26% claimed to have used public transportation in the last week.
- Interestingly, **the attribute rating that most closely correlates with support for transit is the perception that transit is "for you."** This is particularly significant given that only 32% of the overall sample rated transit as excellent or very good on this attribute.
- By contrast, **most respondents rate transit high on "helping those who can't afford a car to get around" and "providing mobility to those who can't drive, such as seniors, teens and people with disabilities."** This may contribute to the perception that transit is primarily for "others," i.e. for the disadvantaged, which may prove to be a negative for some of the groups in the value segmentation portion of the research, as described later in this section.

It seems clear from the above findings that, in order to gain momentum for transit support, an effective communications message must reach beyond current transit users. The values segmentation findings provide further direction for this approach:

- **Belonging to the values segment labeled Society Do-Gooders correlates with support for transit,** as measured by the number of support behaviors exhibited on average by individuals in this group (5.0). Values associated with this group include
  - **Community-based beliefs** such as "It's important for people to be able to improve their lives and the lives of their children"; "Government has a responsibility to improve the community"; "Communities need to help people become more self-sufficient"; and "I'm willing to make compromises to help society."
  - **Public engagement,** i.e., "I want a say in where my tax dollars go" and "I get involved in political and social issues that don't impact me directly."
  - **Environmental concerns:** "We need to take care of the planet."
- Other values segments that exhibited relatively high levels of transit support include the World And Me segment and the Talkers, Not Walkers segment. The World And Me segment resembles the Society Do-Gooders in their value system; however, they appear to need a personal connection to an issue in order to support it, as evidenced by an extremely low degree of agreement (1%) with the statement, "I get involved in political and social issues that don't impact me directly." For these individuals, the idea that transit is "for others," may negatively affect support.
- The Talkers, Not Walkers, on the other hand, may get involved in an issue that doesn't affect them directly. Like

the Society Do-Gooders, they believe that "communities need to help people become more self-sufficient"; however, this group does not quite see how transit can help communities fill this role.

Combined, the three values segments described above represent 60% of the respondents.

Two additional values segments constitute the remainder of the study participants: the Self-Involved, who essentially do not believe that government/communities should have any role in helping others and are not willing to make any sacrifices for the common good; and the Apathetics, who are uninterested in most issues.

Finally, the research determined that there were no meaningful differences by population density group—high, medium, and low—or nationality—U.S. or Canadian. Aside from expected demographic and behavioral differences in the three density areas (more transit use and more apartment dwellers in high-density areas, more cars per household in lower density areas, etc.) there were no significant differences among the three areas in terms of perceptions and values, nor were there any major differences in the Canadian sample. Therefore, for the purposes of developing a communications strategy to promote support for public transportation, the sample was treated as a unified whole. Any demographic and transit usage differences in the three density areas can be addressed in the execution of the campaign.

6.2 Targeting the Broadest Possible Audience

In order to generate the greatest support for transit, the message must appeal to the widest potential audience. Based on the research, this would include

- Current transit users;
- People who agree with the statement, "Transit is for you"; and
- Individuals who fall into the values segments, Society Do-Gooders; The World And Me; and Talkers, Not Walkers.

The research does not support directly targeting the Self-Involved or the Apathetics.

6.3 Recommended Communications Platform

Attempting to persuade a broader audience, beyond transit users, to support public transportation requires a unique message—one that resonates with and reflects its intrinsic value systems. We believe this can be done with a message that emphasizes both the direct benefits to the individual ("for you") and the community/society benefits. The message must move beyond ridership benefits to communicate the real economic and social benefits that affect every individual, whether they ride transit or not.

We therefore recommend taking the next step from the strategy recommended in *TCRP Report 63*. The earlier strategy, "Community Benefits Built on Personal Opportunity," emphasizes the choices, access, and freedom/mobility that public transportation provides. While the intention here seems to be to suggest that public transportation strengthens the entire community by allowing everyone in the community to accomplish what is important to them, the primary message still focuses on the benefits of ridership.

The next step in positioning seeks to drive home the universal importance and personal relevance of public transportation by elevating it to the status of a critical national priority. It is a two-pronged approach: in emphasizing transit's value it seeks to elevate its importance vis-à-vis other issues; at the same time it seeks to drive the individual to shift from attitudes to action.

Recommended Positioning:
Public transportation, just like health care and education, is a critical national priority. We all have a stake in supporting public transportation, whether we ride it or not.

6.3.1 Rationale

Since the research was conducted for *TCRP Report 63*, the objective has adapted to current times. The current report is the next step: garnering support for public transportation, irrespective of ridership.

With the high price of gas, increased congestion, the fragility of the environment, U.S. dependence on foreign oil, security in light of the events of 9/11 and the war in Iraq, a more serious climate exists today. However, it appears that most people do not think of the positive effect that public transportation has in connection with many of these issues. The communications message must, therefore, create awareness and, critically, it must educate the audience on the important role public transportation plays in our society and our economy today, and its potential for far greater positive effect with increased individual, community, and government support. In fact, according to the Center for Transportation Excellence, "The track record for transportation [ballot] measures suggests that people are, contrary to conventional wisdom, very willing to increase local taxes to improve transportation when the benefits are clear." (*68*).

6.3.2 Support Messages

Key support messages that reinforce the recommended positioning and clarify the personal and universal benefits of public transportation include

- Public transportation has economic consequences: enhanced property/real estate values, employment opportunities, growth of communities.
- Public transportation has environmental benefits: reduced congestion and reduced pollution.
- Public transportation saves productive time by lessening traffic congestion.
- Public transportation makes us less dependent on foreign oil.
- Public transportation saves us money on gas.
- Public transportation enhances our quality of life: reduced personal stress and increased independence for non-drivers.
- Public transportation improves our lives and the lives of our children.

Besides offering a fresh, new way for the target audience to look at transit, emphasizing the personal benefits may have an added advantage. We believe this new strategy can resonate with the value groups that exhibited little interest in a community-oriented message, i.e., the Self-Involved and even the Apathetics, particularly if the execution is unique and compelling.

6.3.3 Representative Tagline

An advertising agency can develop a number of taglines that reinforce the recommended positioning. One example of a tagline that not only reinforces our recommended positioning but also includes a call to action is

Public Transportation. Let's get going.

This tagline works on two levels: it communicates the function of public transportation (to move people) and implores the audience to act in support of this critical service.

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Abbreviations and acronyms used without definitions in TRB publications:

AAAE	American Association of Airport Executives
AASHO	American Association of State Highway Officials
AASHTO	American Association of State Highway and Transportation Officials
ACI–NA	Airports Council International–North America
ACRP	Airport Cooperative Research Program
ADA	Americans with Disabilities Act
APTA	American Public Transportation Association
ASCE	American Society of Civil Engineers
ASME	American Society of Mechanical Engineers
ASTM	American Society for Testing and Materials
ATA	Air Transport Association
ATA	American Trucking Associations
CTAA	Community Transportation Association of America
CTBSSP	Commercial Truck and Bus Safety Synthesis Program
DHS	Department of Homeland Security
DOE	Department of Energy
EPA	Environmental Protection Agency
FAA	Federal Aviation Administration
FHWA	Federal Highway Administration
FMCSA	Federal Motor Carrier Safety Administration
FRA	Federal Railroad Administration
FTA	Federal Transit Administration
IEEE	Institute of Electrical and Electronics Engineers
ISTEA	Intermodal Surface Transportation Efficiency Act of 1991
ITE	Institute of Transportation Engineers
NASA	National Aeronautics and Space Administration
NASAO	National Association of State Aviation Officials
NCFRP	National Cooperative Freight Research Program
NCHRP	National Cooperative Highway Research Program
NHTSA	National Highway Traffic Safety Administration
NTSB	National Transportation Safety Board
SAE	Society of Automotive Engineers
SAFETEA-LU	Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (2005)
TCRP	Transit Cooperative Research Program
TEA-21	Transportation Equity Act for the 21st Century (1998)
TRB	Transportation Research Board
TSA	Transportation Security Administration
U.S.DOT	United States Department of Transportation