

CONNECTING WITH KEY AUDIENCES

VIRTUAL SESSION #1



Hosted by:

Metropolitan Washington

Council of

Governments

(MWCOG)



Welcome & Orientation

SESSION #1

Transportation Marketing Strategies: Connecting with Key Audiences



Meet Your Instructors



Julie Bond
Director, Transportation
Options Program



Vanessa Wheeler
Communications &
Marketing Officer





Today's Agenda

Welcome & Orientation......10:10 a.m.

- Overview of course goals and structure
- Introduction of instructor and participants

Foundations of Transportation Marketing......10:25 a.m.

- What is transportation marketing?
- Key challenges and opportunities
- Brief overview of behavior change models

Pre-Course Reflection and Engagement......10:45 a.m.

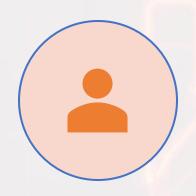
- Interactive poll: transportation habits and perceptions
- Discussion: What motivates or prevents behavior change?
- Preview of in-person activities and expectations

Adjourn......11:10 a.m.



Marketing CHALLENCES

Introduce Yourself!







Your organization



Describe yourself using only three adjectives!

(Hint: Curious)



By the end of this two-part course, participants will be able to:

Understand the principles of transportation marketing.

Identify and segment target audiences effectively.

Develop audience-centered strategies to promote transportation behaviors.



Learning Objectives: Sessions 1 & 2



Foundations of Transportation Marketing

SESSION #1

Transportation Marketing Strategies: Connecting with Key Audiences



Why Transportation Marketing is Essential

Travelers often don't know their options.

 Marketing helps increase awareness and adoption of transportation options.

 Builds positive perceptions and addresses barriers to change.





Key Elements of Marketing

KEY ELEMENT

DESCRIPTION

Educating Travelers

Providing information about available transportation choices to increase awareness and understanding.

Improving Perceptions

Enhancing the image and appeal of options like transit, biking, vanpooling, walking, carpooling, and telework.

Reducing Barriers

Addressing issues such as cost, convenience, and safety to make options more accessible.



Highlighting Benefits

Emphasizing advantages like time savings, cost efficiency, health improvements, and environmental sustainability.

Key Challenges & Opportunities

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Marketing CHACHALLE

Challenges:

- Limited public awareness of TDM programs
- Perception that alternatives are inconvenient
- Funding and resource constraints
- Employer engagement barriers
- Measuring behavior change effectively

Opportunities:

- Growing interest in economic benefits
- Advances in mobility technology (apps, MaaS)
- Employer-driven commuter benefits programs
- Federal and state incentives for clean transportation
- Data-driven marketing and personalization





Quiz: Check Your Knowledge

Which of the following is <u>NOT</u> a reason Transportation Marketing is essential?

- a) Travelers often don't know their options.
- b) Marketing helps increase awareness and adoption of transportation options.
- c) Guarantees zero congestion on all roads.
- d) Builds positive perceptions and addresses barriers to change.





- 1. Theory of Planned Behavior (TPB)
- 2. Transtheoretical Model (Stages of Change)
- 3. Social Cognitive Theory
- 4. Nudge Theory





Theory of Planned Behavior (TPB)

- Key Concepts: Attitude toward behavior, subjective norms, perceived behavioral control.
- Application: Used to predict intentions to use public transit, bike, walk, or carpool based on beliefs and perceived ease or difficulty.





Transtheoretical Model (Stages of Change)

- Stages: Precontemplation, Contemplation, Preparation, Action, Maintenance.
- Application: Helps tailor interventions based on where individuals are in their readiness to change commuting habits (e.g., switching from driving alone to biking).





Social Cognitive Theory

- Key Concepts: Observational learning, self-efficacy, reinforcement.
- Application: Promotes behavior change through role models, peer influence, and confidence-building (e.g., bike buddy programs).





Nudge Theory

- Key Concepts: Subtle changes in environment or presentation that influence behavior.
- Application: Used in transportation demand management (TDM) to encourage choices like transit use or carpooling without restricting options.



Quiz: Check Your Knowledge

An employer wants to encourage employees to bike to work. They install bike racks, offer a monthly bike subsidy, and share stories of coworkers who bike regularly. Which behavior change models are being applied? (Select all that apply)

- a) Theory of Planned Behavior
- b) Social Cognitive Theory
- c) Transtheoretical Model
- d) Nudge Theory







Pre-Course Reflection and Engagement

SESSION #1

Transportation Marketing Strategies: Connecting with Key Audiences



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What factors
do you think
most influence
how people
choose
their daily
commute?

Poll: Transportation Habits & Perceptions

- 1. Travel time
- 2. Cost (gas, transit fares, parking, etc.)
- 3. Safety concerns
- 4. Environmental impact
- 5. Availability of transportation options (e.g., transit, bike lanes, carpooling)
- 6. Employer incentives or policies





Discussion:

What motivates or prevents behavior change?





UPCOMING SESSION #2

Transportation Marketing Strategies:

CONNECTING WITH KEY AUDIENCES

December 3, 2025

In-Person Only - COG Rooms 4 & 5 9:00 A.M. to 12:00 P.M.

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What to expect on 12/3:

Overview:

- Course is three hours long (with a break)
- You will receive a course booklet
- Fun activities to help you try out new skills
 - Develop a Persona Build a Marketing Campaign

What to Bring:

- Pencil/pen and be ready for interactive learning
- Laptops welcome but not necessary



Preparing for Session #2





Have a campaign you'd like to share?





