



October 21, 2025 Item #3

Transportation Marketing Strategies:

CONNECTING WITH
KEY AUDIENCES

VIRTUAL SESSION #1

Hosted by:
Metropolitan
Washington
Council of
Governments
(MWCOCG)



Welcome & Orientation

SESSION #1
Transportation Marketing Strategies:
Connecting with Key Audiences



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.

Transportation
Marketing Strategies:
CONNECTING WITH
KEY AUDIENCES

Introduce Yourself!



Your name



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

The background of the slide is a collage of images. The top half shows a laptop on a desk with papers and a pen. The bottom half shows a hand holding a glowing lightbulb. The entire slide is overlaid with a geometric pattern of white and grey diagonal lines.

Foundations of Transportation Marketing

SESSION #1

Transportation Marketing Strategies:
Connecting with Key Audiences



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.

Transportation
Marketing Strategies:
**CONNECTING WITH
KEY AUDIENCES**

Key Challenges & Opportunities

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 NOT 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.



Brief Overview of Four Behavior Change Models

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

Transportation
Marketing Strategies:
CONNECTING WITH
KEY AUDIENCES

Brief Overview of Behavior Change Models

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.

Brief Overview of Behavior Change Models

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).

Brief Overview of Behavior Change Models

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).

Brief Overview of Behavior Change Models

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

The background of the slide is a collage of images. The top half shows a laptop on a desk with papers and a pen. The bottom half shows a hand holding a glowing lightbulb. The entire slide is overlaid with a geometric pattern of white and grey diagonal stripes.

Pre-Course Reflection and Engagement

SESSION #1
Transportation Marketing Strategies:
Connecting with Key Audiences



Poll: Transportation Habits & Perceptions

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

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?

Transportation
Marketing Strategies:
CONNECTING WITH
KEY AUDIENCES



UPCOMING SESSION #2

Transportation Marketing Strategies:

CONNECTING WITH
KEY AUDIENCES

Hosted by:
Metropolitan
Washington
Council of
Governments
(MWCOCG)

December 3, 2025

In-Person Only - COG Rooms 4 & 5

9:00 A.M. to 12:00 P.M.

Hosted by:

Metropolitan
Washington
Council of
Governments
(MWCOC)

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

Optional
Assignment:



Have a campaign you'd like to share?

Scan QR Code above to submit
campaign example by **10/31**



Thank you!

SESSION #1
Transportation Marketing Strategies:
Connecting with Key Audiences