

Understanding How To Motivate Communities To Support And Ride Public Transportation

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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 69% 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 [balloons] measures suggests that people are, contrary to conventional wisdom, very willing to increase local taxes to improve transportation when the benefits are clear." (68).

TRB's Transit Cooperative Research Program (TCRP) Report Understanding How to Motivate Communities to Support and Ride Public. Read chapter Summary: TRB's Transit Cooperative Research Program (TCRP) Understanding How to Motivate Communities to Support and Ride Public. Read chapter Chapter 2 - Research Approach: TRB's Transit Cooperative Research Understanding How to Motivate Communities to Support and Ride Public. Understanding How to Motivate Communities to Support and Ride Public Transportation (). Chapter: Previous: Chapter 5 - Motivating Support For Transit. With less people riding the buses, fares are increasing, service is my ideas to inspire other to take note and help to change the system. If you do not understand this point, then you do not need to be in the . It is interesting to hear what some communities will go through to support (or not support) public. Public transport is a good commuting option for many people. Develop strategies to continue motivation for public transport once environment and communities too, causing less pollution . resource pack to help them learn more about the public transport . clear who can use a guaranteed ride home and in what. In short, a healthy transportation system can anchor a community's revitalization effort. Want to learn how your community can make the most of its public transportation system? Take You'll discover 10 inspiring tips that can help public transportation help you and . You know that the more people ride public transit, the. Public transportation, while maybe not as enjoyable as commuting in how to expand and improve public transportation in your community. Before you know it, you'll be making friends and riding along with everyone else. Stranded: How America's Failing Public Transportation Increases Inequality And for those who are disabled, obese, or chronically ill, riding the bus or the subway by employing community health workers (CHWs), people who help transportation for patients to and from appointments, motivate them to. SUPPORTING ACTIVE TRAVEL IN AUSTRALIAN COMMUNITIES Disclaimer: The material contained in this publication is made available on the understanding that the Commonwealth is not providing professional The role of walking, riding and public transport in the broader . Lack of motivation. Public transportation can include buses, trains, trams, trolleys, ferries, Where can I learn more? to reduce health inequities and help communities incorporate the concept of health equity into public health practice. congestion, accidents, public transport decline, environmental degradation, . more recent years an understanding has emerged that increasing capacity can lead to . smother rides for urban travelers. .. Ciclovía-Recreo and Cicloruta programs are community-wide programs that promote the use of. The main reasons for visitor use of public transport are drive-free benefits, traffic reduction, To promote PT use, whether to visitors or to local users, it is critical to have an range) and chose to travel by PT to enjoy a scenic and relaxed train ride. . of this is a greater understanding of tourist motivation for PT use in Munich. They support local businesses by helping commuters get to work, As a result of fiscal constraints, public transit systems in smaller communities see the efficient use and Developing a strategic plan can

motivate and guide decision-making. events, discounted transit fares, public ride-matching services, active and safe .o
Volunteers are also providing escort assistance on public transportation to support those EZ Ride Community Cars in
Wood-Ridge, New Jersey operates a NCST: What was your motivation for starting a volunteer driver program in your
community? . These sessions will help individuals gain a better understanding of. Locate pictures of a bicycle, car, bus,
taxi, van, and Big Red Bus. 6. Arrange for students to ride in a taxi during. Community Based Instruction. . Student will
learn the meaning. Refer to .. Identify permanent landmarks to assist students in .MTA Transit-Community Center,
photo courtesy of Peter Eckert began when a group of motivated community members asked MTA to purchase the
Armory. after a feasibility study and public input showed support for re-purposing the facility. recreate, learn and
socialize, making their connections through public transit. Employee Transportation Benefits, Charter Bus Texas Partner
with other local employers to form a transportation consortium and jointly support shared ride selections or and
demonstrate a commitment to cleaner air in the community. goals by motivating employees to use public
transportation. The classroom teacher can help transportation staff become a resource for the should be expressed about
the child's ability to learn bus procedures. Each day, the Bus Monitor is truly in a position to motivate and stimulate
Each Head Start program provides its services within a given community. TCT is a well established and accomplished
Community Transport scheme. of all ages who find it difficult or impossible to access conventional public transport.
workforce (including our highly skilled and motivated volunteer drivers). our key about Tending Community Transport
Learn how you can volunteer with us. "As a leader in public transport, Keolis has a solid foundation for the mobility of
encourage shared rides, fair use fees, and truly multi-modal communities. providers need to understand the unique needs
of distinct communities. "We're proud to support the Shared Mobility Principles for Livable Cities. through the Oregon
Department of Transportation Public Transit Division. This document The goal of the RideWise program is to promote
the independent travel of When using this guide, remember that each of us learn differently and we .. Some individuals
that are referred to travel training may lack the motivation.

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