

Drive Less Connect

# Spanish Options Marketing Campaign Final Report

DECEMBER 2015





# TABLE OF CONTENTS

Executive Summary.....	1
Background.....	2
Partnerships.....	2
Preliminary Research & Findings.....	3
Intercept Surveys .....	3
Lara Media 2014 Focus Group .....	4
Focus Group Main Findings .....	4
Program Approach .....	7
Advertising .....	7
Travel Kits .....	8
Materials for Community-Based Organizations .....	8
Program Materials.....	9
Partner Outreach & Events .....	11
Taste of Latin America.....	13
El Grito Northwest.....	13
Bi-National Health Week.....	13
Salud Workshop.....	13
Reser's Fine Foods .....	14
Evaluation.....	16
Survey Questionnaire .....	16
Advertising Analytics .....	16
Qualitative Data Collection .....	17
Project Recommendations .....	20
Conclusion .....	21



**Drive less.**  
**Connect.**

Conectando gente con lugares.

# EXECUTIVE SUMMARY

Metro's Regional Travel Options (RTO) program is committed to educating the region's Latino community about the benefits of using travel options in their daily activities. By walking, biking, taking transit and carpooling, Spanish-speaking residents can benefit from decreased frequency of drive-alone car trips, such as saving money, increased physical activity, and less time spent in traffic.

Research and implementation of the *Drive Less Connect (DLC) Spanish Language Marketing Pilot Project* helped Spanish-speaking residents learn more about their options for getting around. Equally importantly, the project enabled Metro to work with partners, local employers, and contractors to learn and compile a set of best practices to conducting outreach to Spanish-speakers about carpooling and other travel options. The marketing included community outreach, advertising, and employer outreach. Travel Kits containing travel options information to area worksites and community service providers.

The primary goal of the *DLC Spanish Language Marketing Pilot Project* was to test a set of methods to provide travel information to Spanish speakers in the region. Funding required a focus on carpooling in marketing and research, with a secondary focus on transit. The project consisted of a robust research phase, with over 400 intercept surveys and a focus group contributing to the marketing phase implemented the following year. Evaluation of the program is based on success and receptiveness of marketing methods, feedback on educational materials, and anecdotal findings by project participants.

A marketing campaign mirrored English language efforts in the statewide Oregon Drive Less Challenge. The 14-day event urged local residents to log non-drive-alone car trips for a chance to win prizes. The campaign provided an opportunity to engage potential new DLC users and employers. Spanish language efforts focused on online, radio advertising, and workplace outreach.

Participant and partner feedback from workshops, events, and advertising efforts indicate that:

- » Partners in the Latino community were excited about the project and wanted to champion efforts to disseminate the information to family and friends.
- » The DLC Travel Kits were well designed and contained relevant travel options information.
- » Workplace outreach events were well received by employees and future events were encouraged.
- » The YouTube ads receive 12,716 impressions and were very successful at increasing awareness of the Drive Less Challenge.
- » Facebook posts about the Drive Less Challenge reached 15,331 people and were viewed 10,158 times. *DLC Spanish Language Marketing Pilot Project* staff attended eight community events, a health trainer event, and hosted one custom employer outreach event planned and implemented for the campaign, for a total of 10 outreach events over the course of 12 months. The Lara Media consultant team worked with Metro staff and partners to plan events and represent the project.

The *DLC Spanish Language Marketing Pilot Project* was successful at engaging local employers and community service providers by providing them with travel options information to distribute to the communities they serve and employ. Partners had positive things to say about the program and were satisfied with the range of information offered. While successes were achieved, equally valuable to the evaluation of the program are techniques and tactics that did not resonate with the target audience, employers or Metro RTO partners. These lessons are included in this report, as these examples can potentially save partners looking to engage Spanish speakers time, money, and potential loss of community trust.

## BACKGROUND

The Metro Regional Travel Options program helps people make transportation choices by providing marketing, traveler information, supportive services, incentives and end-of-trip facilities. Rideshare Online is a free bi-state network shared by Washington and Oregon. In Oregon, it is called Drive Less Connect (DLC).

Drive Less Connect is promoted through regional partners and the Oregon Department of Transportation (ODOT). RTO understands that the public encounters significant barriers to changing travel behaviors. There are issues such as life stage, availability of transportation options, and/or demographics that focus a household around other priorities.

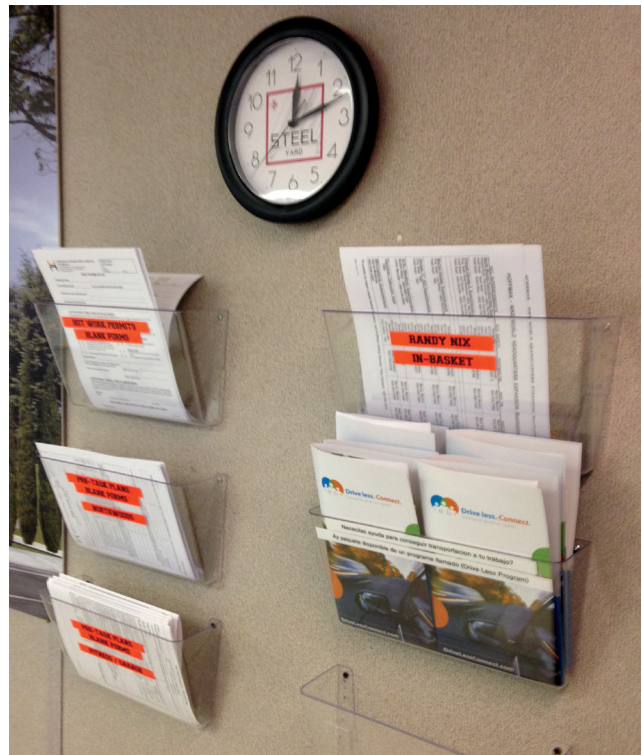
In 2013, DLC administrators implemented a Spanish language option for the Pacific Northwest platform. This provides an opportunity for administrators to engage additional markets for Transportation Demand Management (TDM) and ridesharing.

Users who log on to Drive Less Connect have an option to view the site in Spanish. After they log in, a drop down menu box appears above the blue main menu bar. English appears as the default language, but customers who wish to view the site in Spanish can choose to use the drop down menu to adjust the site. Functional elements of the site are translated into Spanish supporting ride matching. Users do not have the option to carpool only with other Spanish speakers.

## Partnerships

Metro staff collaborated with many different partners during the program. Lara Media Services (LMS) and Alta Planning + Design were hired as contractors to carry out the work tasks. Other partner organizations and agencies included:

- » Hoffman Construction
- » Reser's Fine Foods
- » Ride Connection
- » Salud
- » TriMet
- » Virginia Garcia Memorial Health Center
- » Washington County DEI
- » Washington County Sheriff



Travel Kits outside of Hoffman Construction break room.

# PRELIMINARY RESEARCH & FINDINGS

Latino immigrants comprise an increasingly important segment of the Portland area population and their travel behavior has certain unique characteristics. According to a report from UCLA dealing with Latinos and transportation, recent Latino immigrants are almost five times more likely than non-Hispanic whites to have two or more occupants in their cars on their way to work. An astonishing 56.7% of recent Latino immigrants carpool to work, compared to only 11.7% of non-Hispanic whites.

## Intercept Surveys

Metro RTO staff worked with LMS and Davis, Hibbits and Midgehall to develop a short intercept survey that could be completed using ipads. LMS implemented the survey among 607 Latinos in 2013 and 2014. An incentive for a \$3 pre-paid phone card was offered as an immediate incentive. The survey locations and the number of participants surveyed are listed below:

- » Beaverton Transit Center (39)
- » Gresham Transit Center (41)
- » Programo Hispano in Gresham (35)
- » San Mateo in Hillsboro (60)
- » San Alejandro Market in Cornelius (18)
- » Salsa Market in Beaverton (62)
- » M & M Market in Hillsboro (42)
- » La Tapatia #2 in Gresham (73)
- » Gresham Flea Market (31)
- » Voz Workers Center (59)
- » Hacienda CDC's Ortiz Center (147)

The survey results indicate the following trip patterns and information preferences. Note that multiple responses were allowed for some questions, meaning percentages do not always add to 100%.

- » 93% of Latinos have access to a motor vehicle, including services such as Car2Go and Zipcar.
- » For most days of the week, 17% of Latinos drive alone, 52% carpool, and 30% ride transit to get to their destinations.
- » Of those who drive alone, 52% drive on a daily basis, 4% drive weekly, 41% drive monthly, and 3% drive rarely.
- » 10% of respondents use the bus on a daily basis, whereas 3% use it weekly, 17% monthly, 51% rarely, and 19% never.
- » 10% of respondents walk for transportation on a daily basis, whereas 2% walk weekly, 15% monthly, 69% rarely, and 3% never.
- » Bicycling for transportation was very low among Latino respondents, with 77% of respondents bicycling "rarely" and 23% "never".
- » When asked where Latinos commonly go when carpooling, 64% said work or school, 34% said shopping, 37% said church, 23% said to dropping off kids, and 17% carpooled to access public transportation.
- » Most respondents (99%) would call friends or family to find a ride and one-half of survey respondents would use social media.
- » 95% of respondents would not be comfortable sharing a ride with someone they met for the first time.
- » The majority (62%) of respondents owned or leased two vehicles in their household and 26% owned or leased three vehicles. Only 7% owned or leased just one vehicle in the household.
- » 90% of respondents reported having four or more people residing at their household with approximately half of those residents under the age of 16.
- » 65% of respondents used a smart phone to access the internet; 32% used a home computer or laptop.

The makeup of the 88% of respondents who were employed was as follows:

- » 24% homemakers
- » 19% food industry
- » 17% students
- » 14% business owner
- » 9% healthcare/technology
- » 10% construction
- » 4% retail/sales
- » 2% agriculture
- » 2% nonprofit or education
- » 54% of survey respondents were male; 46% were female
- » 15% were interested in learning more about using transportation options in their neighborhoods; 85% were not

## Lara Media 2014 Focus Group

Lara Media held the focus group on April 29, 2014. The focus group aimed to confirm the data collected from the intercept surveys and to provide a nuanced discussion about how Latinos access information about travel options. Participants consisted of eight employed Latino adults who work regular schedules during the daytime and weekdays. A discussion guide was developed by Metro with a list of desired questions and was translated into Spanish. The main research questions for the focus group were as follows:

- » Are transportation options feasible for most Latinos?
- » How do Portland area Latinos generally feel about alternate modes of transportation?
- » How often do Latinos use these methods of transportation in practice? What would make them feel more comfortable and more confident in using alternative transportation in our society?

- » What are some barriers that exist that prevent Latinos from using transportation options? How can these barriers be alleviated on a community level and what specific steps can Metro take to help?
- » What knowledge or specific steps would have the most leverage to motivate Latinos to utilize alternate modes of transportation?

## Focus Group Main Findings

### Carpooling

For Latinos, carpooling happens so naturally that it is not always a conscious effort to formally carpool but rather an assumed and almost expected practice among family and friends. However, participants reported some difficulty in finding co-workers who want to share rides, especially those who speak their language.

Many times, participants noted that sharing a ride with trusted people is always preferred simply because it is a lot more fun than traveling alone. Some participants even said that they would not consider driving to certain places alone, such as church, concerts or a movie. Over the course of the focus group, it became evident that Latinos tend to have a greater social expectation of spending time with friends and family, especially when driving places, than their non-hispanic counterparts. This may explain why solo travel modes such as driving alone and bicycling are used less often by Latino residents.

Other times, carpooling is practiced out of necessity-co-workers will often share a ride even if they do not work in the same building or even the same vicinity. Sharing resources through carpooling can be a cost-effective alternative to driving alone for households with limited incomes. Participants often mentioned saving money as a significant motivating factor that encourages ridesharing. Participants said the biggest barriers to carpooling were the following:



- » They didn't know many people in town to carpool with.
- » They often have very specific destinations and times.
- » It's hard to find a match – people at work don't want to share.
- » It costs extra money – you burn gas picking people up or they don't contribute.

Even though no one explicitly said they wanted to carpool with other Latinos over carpooling with whites, there was a general feeling that a stranger was much easier to ride with if they came from the same culture and spoke the same language. Gender also played a role in carpool considerations. When asked about the potential for carpooling with strangers, a female participant explained that women have a much different experience with strangers than men do. Same-gender carpool pairs are more likely to work out than mixed gender carpool pairs.

Others talked about their experiences in the workplace trying to find rideshares. At some companies, no one would bother sharing rides, but at companies with many Latino workers, it was much easier and they felt more comfortable doing so. No employers had a matchmaking program.

## Walking

At least half of participants did a fair amount of walking, even though some walked only for the exercise and not to reach a specific destination. One of the biggest advantages to walking is the social aspect of it, seeing other people and being seen, saying hi to neighbors and gossiping with friends on the street. All participants reported feeling safe walking around their neighborhood.

Unfortunately, most Latinos live in suburban areas where the population density tends to be spread out and destinations are farther away from each other. Therefore, while walking is a viable mode of transportation in most Latin American countries it is not a viable transportation option in the U.S. due to the sheer distances people have to travel.

## Bicycling

Participants had positive associations to biking. Five participants owned a bicycle and three actually rode their bikes on a regular basis. All bike riders unanimously agreed that their smartphone was the best option for finding information and route choice while traveling by bike. One out of the three individuals who rode their bike on a regular basis has used the bike racks on the bus, everyone else had comments and questions about bringing a bicycle on public transportation. The biggest concern was full racks. The fact that buses can only carry two bikes means that it was perceived as risky, random, and limited because you could be turned away. Some said they would try it if they knew how.

There was some real fear expressed over something happening to them while biking. These emotions are consistent with the sense of caution and caretaking that Latino parents feel towards their children.

Helmets were also discussed, with some parents not knowing about the helmet law whatsoever and other parents erroneously thinking that it applied to adults as well as kids (in reality, it is only for kids 16 and under). Everyone believed that owning a bicycle was very cheap, after the initial investment of buying it.

## Public Transportation

Most participants said they liked using public transportation for events or games, however only three people in the group used it as a regular way to get around. Opinions about the feasibility of public transportation varied greatly. When asked what would encourage people to use public transportation more, the common response was "more frequent and faster service." Price was also a significant factor because the price recently went up. Complaints about the frequency and speed of Portland's public transportation appeared again and again, with some even reporting those to be the only reasons why they did not use public transportation.

TriMet's trip planner and transit tracker, both online and available through a smartphone app, was the sole source of information among everyone who had used the bus. Feedback about this service was very positive, claiming that it was both easy to use and provided great information.

## Messaging

A reoccurring theme was the importance of everything visual when communicating a message to Latinos, even claiming that "new information only enters our bodies through our eyes." When viewing the "¡Vámonos!" Hillsboro map for the first time, three of the participants initially thought that the document was only in English, before finding the Spanish page a few minutes later. It was suggested that the Spanish text be more obvious.

Participants spent a lot of time and energy finding things they would change about the "¡Vámonos!" Hillsboro map flyer, focusing on word choice and translation. Complaints centered on the fact that it felt too much like a literal translation and that the transportation vocabulary made no sense.

Even though the Latino community is not considered to be the most environmentally passionate community out there, it was agreed that messages that encourage the use of travel options to help the environment would be very persuasive for Latinos, especially if the ad focuses on their children's future, as Latinos will do more for their kids than they will for themselves.

## Focus Group Conclusions and Recommendations

- » Identify and reach out to the largest employers of Latino employees in the Metro area. By providing education, logistical support, and driver reviews, Metro could facilitate the creation of hundreds of carpool matches. In exchange, employers could allow bilingual matchmakers to present at an employee gathering or call a meeting specifically about transportation.

- » Due to the high rates of smartphone ownership among the Latino community, a ridesharing platform could be explored more. Using a phone's GPS tracker, users could potentially see other rideshare profiles that are in close proximity to them.
- » Safety concerns are a substantial issue, with many saying they would only ride with a stranger if there were trustworthy references for that person. It should also be noted that Male/Female rideshare matches are often going to be uncomfortable for women, so same gender pairs are preferred until there are three or more people in the carpool.
- » In the same vein, consider a program that can match Spanish speakers with other Spanish speakers. While ethnicity and culture can be sensitive areas for people, language is typically not. By emphasizing a program based around the Spanish language, Latinos feel more confident knowing they can communicate with each other and have common cultural values.
- » Make sure all Spanish copy and collateral are designed, written, and reviewed by native Spanish speakers who live in the area. Sometimes professional translators are from countries such as Chile, Uruguay, Spain and Argentina, which makes them ill prepared to handle everyday Mexican vocabulary, idioms, and slang. As 85% of Latinos in the region hail from Mexico, it makes sense to plan the messaging to sound authentically Mexican.
- » Since language is a significant barrier that often makes public transportation more difficult, "Learn Transportation English" workshops would be a big help to Latino commuters. It would also add extra incentive to using public transportation by helping participants communicate better.

## PROGRAM APPROACH

The program approach involved detailed planning and coordination among partners, funders, stakeholders and staff. The team designed and implemented a program that carried forward many of the recommendations from the 2014 intercept surveys and focus group. The end result was the development of a robust outreach campaign that included the following elements:

- » Advertising
- » Travel Kits containing travel options materials in Spanish
- » Outreach to employers and other interested organizations
- » Event participation and implementation
- » Evaluation and reporting

The program team, which met regularly during the planning stages and active phases of the program, planned and designed the campaign with quarterly reporting to ODOT. A work plan was developed by the program team to ensure resources and printed materials were ordered and produced in a timely manner.

### Advertising

Advertising for the campaign consisted of developing Spanish DLC videos on YouTube and Facebook, complemented by Metro Spanish-language travel options advertising. The advertising element of this project was very successful, reaching thousands of Spanish-speakers through radio and online segments, which directed viewers to the Drive Less Connect web site.

In an effort to optimize outreach efforts and resources, the Spanish DLC materials and outreach efforts were included in existing Ask Metro outreach and materials, including advertising in Spanish-language radio, print ads, and an Ask Metro coupon sheet.

As the Ask Metro campaign has an extensive outreach effort running in tandem, reaching similar audiences and using similar tactics, it made sense to work cooperatively with the Ask Metro team and leverage their reach. Messaging to be included in the campaign will direct readers to learn more about ridesharing at [www.oregonmetro.gov](http://www.oregonmetro.gov), which has travel information in Spanish. This web direction was to maintain consistency in the Ask Metro campaign.

According to a recent report on Hispanic online habits by Google, 66% of U.S. Hispanics say they pay attention to online ads—almost 20 percentage points more than the general online population. With this in mind, the campaign focused on social media to reach Spanish speakers in our region, complemented by the trusted outlet of local Spanish-language radio. A 30-second video advert for the 2015 Oregon Drive Less Challenge was created for this campaign. Mirroring efforts of the statewide campaign, the ads highlighted the benefits of travel options, resources available on the DLC web site, and opportunities to win prizes during the Challenge.

A \$1,500 purchase was made on YouTube for “True View” format, which is paid only when the full ad has been seen, and ran from October 1 to 18. The ads were targeted to male and female Spanish-speakers from 17 to 65 years old in the Portland region. The estimated number of daily views was over 900. Campaign results exceeded expectations, with 12,716 impressions and an interaction (click) rate of 22.78%.

The Facebook purchase was also set for a specific dollar amount (\$200) targeting Spanish speakers in the Metro region. For this small amount, the video reached 15,331 in their Facebook feed and was viewed 10,158 times, making it the most viewed video of Metro’s promoted posts that quarter.

Metro has a long-standing relationship and history of success using Spanish-language radio to reach Latino communities in our region. The Spanish radio ads, 30 and 15-second versions, ran a total of 205 spots on two popular stations. Ads ran from September 15 to October 18, and promoted the Oregon Drive Less Challenge.

## Travel Kits

Providing transportation information in Spanish is an excellent way to encourage greater use of transportation options among Latino communities. As recipients of the kits review the materials and maps, they are reminded how easy it is to make trips by foot, bike, or transit to work, restaurants, shops, and nearby parks. Additionally, the kits provided hard-to-find information from multiple agencies in one convenient package.

A wide variety of transportation options materials were made available in the DLC Travel Kits. Materials were made available free of charge through ODOT, TriMet, the Portland Bureau of Transportation (PBOT) and other project partners. A welcome letter was created to explain the purpose of the Travel Kit and included the URL for an online feedback survey. An insulated lunch bag was also provided with the kit and used as an incentive to take the short survey.

## Materials for Community-Based Organizations

Partner agencies provided the following items and quantities. These materials were then distributed by Lara Media Services to community-based organizations in the metro area, to provide resources on travel options to the Latino community.

Materials (in Spanish, unless otherwise stated):

- » Manual Ciclista Oregon (bicycle manual)
- » Bienvenido al Sistema de Transp. TriMet
- » Presentando Drive Less (brochure)
- » Conozca su bicicleta (Asegure su bicicleta)
- » TriMet System Map
- » TriMet Fares and How to Ride (English only)



*Travel kits were used to encourage the use of transportation options. Many materials were provided by local partners.*

The materials were delivered to the following community-based organizations:

- » **Hacienda CDC**
- » **Adelante Mujeres**
- » **Forest Grove Chamber of Commerce**
- » **Latino Network**
- » **Centro Cultural**
- » **Hillsboro Futsal**
- » **M & M Marketplace**
- » **Virginia Garcia Memorial Health Clinic**
- » **CAUSA**
- » **Catholic Charities**

# PROGRAM MATERIALS

The following suite of evaluation and marketing materials were developed specifically for this campaign:

## Welcome letter

The welcome letter explained the contents of the folder and the purpose of the DLC program. The letter also provided a list of travel option resources and a link to the participant survey. The letter was written and endorsed by Victoria Lara, CEO of Lara Media Services and respected voice of the Latino community in the Portland Metro area.

## Custom Drive Less Connect brochure and folder

The DLC brochure and folder held both custom materials and agency materials (provided by partners at TriMet, PBOT, Ride Connection, and Washington County). The brochure provided an overview of DLC, the benefits of the program, and registration information.

## Drive Less Connect Postcard

A postcard was developed that could double as both a resource in the DLC folder, and as a resource that was compact and easy to leave at targeted employment centers. The postcard provided a brief summary of the DLC program and registration information.

## Branded Drive Less Connect insulated lunch bag

The DLC lunch bag was originally intended to be an incentive for taking the survey. A lunch bag was selected over other incentive items because the purpose of this program was to reach people at their work locations. However, as the program continued, it was useful to give the lunch bag filled with the DLC folder and materials as a way to promote program participation.

## Oregon Drive Less Challenge posters and postcards

The Oregon Drive Less Challenge coincided with the DLC outreach. To help promote the challenge, a series of three posters were created depicting Latinos using transportation options. A postcard was created as part of the resources in the folder. The postcard provided the dates for challenge, a list of prizes, and sign-up information.

## Screenshots of sign-up process

As part of the outreach process, participants were invited to sign-up on DriveLessConnect.com. However, navigating the registration process can be challenging. It should be noted that although the website does have a translation button, the translation does not occur over all of the pages. By providing a hand-out with photos and directions translated, the project team lessened the confusion around signing up.



## Lessons Learned

**Materials:** Depending on the agency or organization, materials in Spanish can be limited. Having translated information available for all travel options (carpooling, bicycling, walking, and ridesharing) is beneficial to the program, as it allows users to explore multiple ways to get to their destinations.

**Translation:** During outreach, the project team learned that TriMet's Viaje Mejor brochure was considered culturally insensitive. Therefore, it is important to make sure translation services and design are vetted through native speakers to ensure the information is presented in a positive and helpful way.

**Partnerships:** Many organizations like ODOT and PBOT have existing materials that can be useful for outreach and also as information pieces in the Travel Kits. Some agencies provide these materials for free, while other do not. Therefore, it is important to check with local partners to determine material costs. In some cases, as with PBOT, Spanish materials are provided online but not in printed form. However, with permission from the agency or organization, one could reduce production time and material costs by simply printing an existing pamphlet as opposed to creating a new one.

**Travel Kits:** Travel Kits are a great way to package and disseminate information. However, to do this productively requires the employer's assistance to distribute the kits. This can be a burden on some employers, as it takes away staff time. In this pilot study, the project team found that time spent distributing Travel Kits and collecting surveys at worksites was viewed as a disruption. As partners build relationships with employers, it is important to consider how and in what ways they should be involved. Developing an outline of expectations may be helpful to determine the best ways in which they can assist in the promotion of program.



Partner materials were provided as part of the Travel Kit.

## PARTNER OUTREACH & EVENTS

Partner outreach was conducted in two parts. Part one included the collation of Spanish transportation resources from Ride Connection, TriMet, ODOT, and PBOT. These partners provided resources that helped promote the project.

Part two included outreach to employment centers and local organizations and agencies. These partnerships were sought due to their connections and services to the Latino community. Partnerships with Salud, Reser’s Fine Foods, and Washington County agencies played a vital role in assessing the program and materials.

Table 1: Distribution of DLC custom materials

Organization/Agency	Travel Kits delivered	DLC brochures delivered	DLC post-cards delivered
Hoffman Construction	10		
Reser's Fine Foods	131		
Ride Connection	2*	500	
Salud	100		
TriMet		1000	
TriMet		50	50
Virginia Garcia Memorial Health Center	30		
Washington County DEI	10		
Washington County Sheriff	50		
Washington County WIC	25		
<b>TOTAL</b>	<b>358 **</b>	<b>1550</b>	<b>50</b>

\*Sample kit sent to Ride Connection to test interest level.

\*\* Remaining kits will be distributed to interested partners in 2016



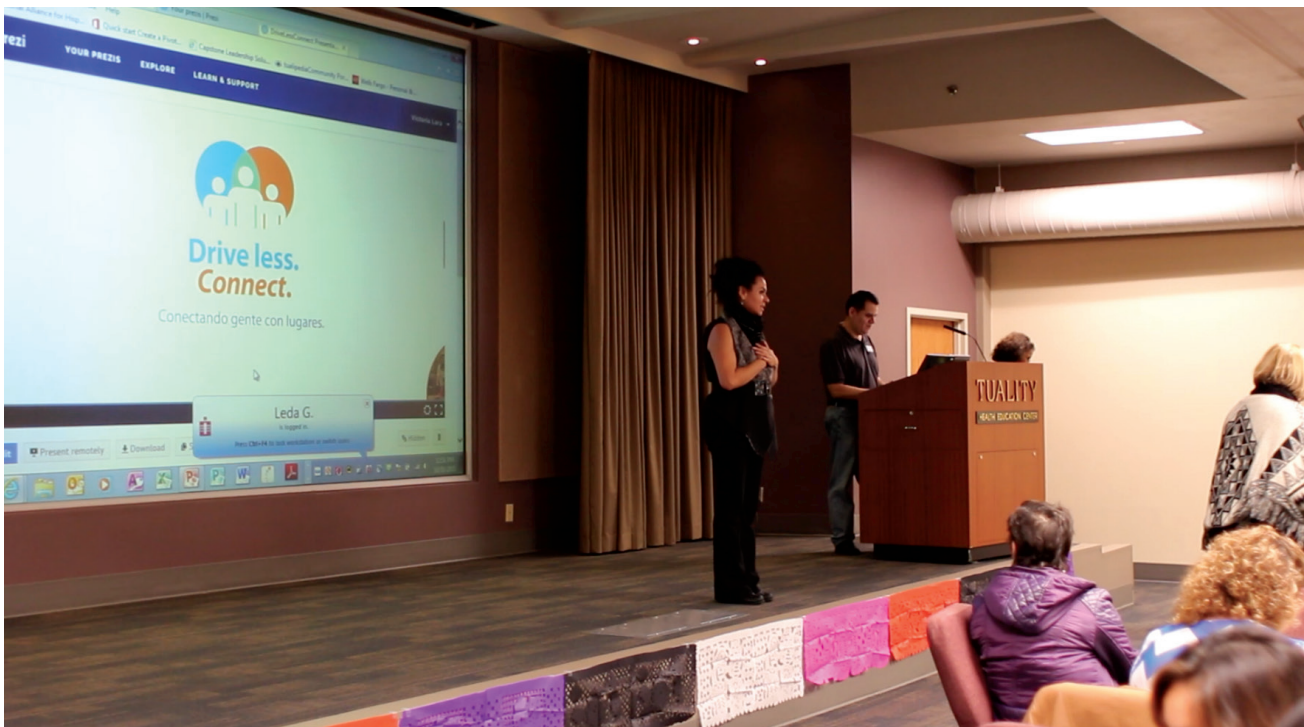
Lara Media, Metro, TriMet, Westside Transportation Alliance, and Ride Connection promoting the Drive Less Connect to the employees of Reser's Fine Foods.

Attending events was a large component of the *DLC Spanish Language Marketing Pilot Project*. Metro staff and Lara Media collaborated on outreach efforts to work with employers with large numbers of Latino employees. Alta provided advice on the best methods for outreach, provided technical support for events,

and coordinated the evaluation of outreach events. Events were also held to get initial feedback on the Travel Kits and how they might be used by Latino audiences. The following table lists all of the outreach components and events for the program.

Table 2: List of Events and Materials Distributed

Event	Date	Location	# People Engaged	# Travel Kits Distributed	# DLC materials distributed
Taste of Latin America	9/12/2015	Portland Mercado	325	0	50
El Grito Northwest	9/15/2015	Moda Center	1000	0	100
Bi-National Health Week	10/4/2015	Hillsboro High School	800	0	350
Salud	10/31/2015	Tuality Hospital - Hillsboro	100	100	50
Reser's Fine Foods	11/24/2015	Hillsboro	200	131	100
<b>Total</b>			<b>2425</b>	<b>231</b>	<b>650</b>



Victoria Lara, from Lara Media, presenting Drive Less Connect at the Salud workshop.



The following is a description of each event hosted by the project team:

### Taste of Latin America

The Taste of Latin America was held at the Portland Mercado on September 12. The event featured over 20 regions of Latin American food and beverages, music, arts and crafts, and activities. Approximately 1000 people attended the event. Lara Media provided outreach services and was able to speak to 325 attendees. DLC materials and posters were on hand to attract people passing by the booth. Attendees reported that people had never heard about the DLC program and that they were glad to see Metro was sponsoring such a program.

### El Grito Northwest

The El Grito event occurred on September 15. Lara Media staff distributed a variety of Spanish DLC materials (along with Metro recycling information) and engaged more than 1,000 attendees who walked by the booth. Attendees generally had little information on how DLC works and how carpooling fits in with this program. The event was successful in engaging the Latino community about driving less, improving awareness of DLC, and also about learning to adopt other sustainable behaviors such as recycling.



Lara Media staff handing out information at El Grito Northwest.

### Bi-National Health Week

The Bi-National Health Week was held on October 4 at Hillsboro High School. Lara Media was present to distribute approximately 400 Spanish DLC flyers, postcards, and brochures to over 800 attendees. The tabling efforts increased awareness of the program. Many attendees were eager to learn more about using transportation options. Feedback from Washington County event attendees indicated the TriMet was expensive but if this program could help them save money, they would be willing to try it.

### Salud Workshop

Approximately 80 people from all three Metro counties attended the event to learn more about the project and give feedback on the Travel Kits. Participants were excited about the program since they did not know something like this existed; they also asked many questions in general about how the program works. Concerning the Travel Kits, participants reported the maps were very useful. Latinos mostly use technology to connect with others, not so much to get resources such as maps and other utilities; it does not come naturally for them to use their smart phones to find these types of resources and trust the information. Since most participants just discovered this program exists, they could not provide additional feedback regarding specific program elements.

Attendees were excited to learn how the program would facilitate their transportation needs. The addressed concern they voiced was about TriMet prices and how expensive public transportation has become. Nearly all of the 80 participants at the event were interested in participating in future events to discuss travel options among Latino audiences.

There was a general interest in incorporating the DLC Spanish Project in future Salud workshops and presentations. Participants mentioned this project is not just about health, it is also about education, engagement, and outreach. They were very interested in bringing the DLC information to their churches, community organizations, and groups.

Other comments and observations participants gave are included below:

- » Participants noted that most Latinos are open to carpooling more frequently, which is sometimes preferred over transit due to high ticket prices and lack of routes to cover their transportation needs. Furthermore, very few Latinos travel to places alone, it is usually done with someone else.
- » Participants understand how expensive it is to own a car and how a lot of times it is considered a luxury, but most people believe that not having a car is a way to stay healthy, build community, and save the earth.
- » People were very open and engaged to talk about transportation options, since it is a vital need for the Latino community, and considering that most of them have more than one job and are very involved with their community, family and friends. Attendees observed how difficult it is for people to get around using different modes of transportation.
- » Using a car you pay state taxes, but by using a bike you do not have to pay anything.
- » TriMet and Metro should do more to support health fairs, perhaps by giving out raffle prizes such as bus passes to the event attendees.
- » Barriers to riding transit are mostly associated with cost and service issues:
  - » MAX and bus options are considered expensive for the amount of time (\$2.50 for 2.5 hours).
  - » The buses take a long time to get to their destinations, which in turn sometimes makes people late for work or appointments.

## Reser's Fine Foods

The Reser's Fine Foods event in Hillsboro on November 24 was a successful collaborative effort among project partners such as TriMet, Westside Transportation Alliance, Ride Connection, and Lara Media, to promote the *DLC Spanish Language Marketing Pilot Project*. The employees of Reser's were very interested in the information on travel options, and had a number of questions about the new North Hillsboro Link shuttle service and carpooling options. Attendance for the event was high and at one point the team had more than 25 employees at the table at one time asking questions and picking up Travel Kits. One hundred and thirty-one Kits were given away to Spanish speaking employees who approached the table. Reser's staff was very pleased with the event and suggested the team host a follow-up event.

Employees had significant interest in the Travel Kits and the information on the North Hillsboro Link shuttle, but did not express interest in the DLC website and signing up. The team had a laptop and live access to the DLC site to help with sign ups, but most employees were in a hurry and just asked a few quick questions to Lara Media staff without wanting to sign up. Printed surveys were left with the Reser event coordinator to distribute to Spanish speaking employees (it was not feasible to do the surveys during the tabling event because employees had very little time available), and explained the drawing for the \$100 Fred Meyer gift card incentive.



Travel Kits and surveys being distributed at Reser's Fine Foods.

During the tabling event, employees offered suggestions on how to improve the North Hillsboro Link shuttle service, with recommendations on additional stops to accommodate their travel needs. Lara Media shared this feedback with Lydia Corran from Ride Connection, who was also present at the event. Furthermore, Don Rhodes from TriMet and Ross Peizer from Westside Transportation Alliance were both present at the event, and passed out relevant information, in English. The TriMet system map and WTA reflective magnetic leg bands were very popular with Reser's employees. Don suggested that the team try similar tabling events at Beaverton Foods (across the street from Reser's), an employer that also has more than 400 Spanish-speaking employees with similar transit challenges. Don

also had suggestions for numerous businesses in this general area where we could do more outreach if time and budget allowed.

Lydia from Ride Connection passed out information on the North Hillsboro Link shuttle service in both English and Spanish. She presented the team with some additional brochures that they produce in Spanish to promote other "link" shuttle services in western Washington County. She expressed interest in having a project debrief meeting sometime in late December with all partners for the *DLC Spanish Language Marketing Pilot Project* to go over lessons learned and plans for moving forward with this outreach for next year.

## Lessons Learned

**Workshops:** Workshops are a great way to engage people in a more intimate or comfortable setting. During the workshop with Salud, the project team was able to connect with an existing group that was comfortable sharing their experiences and ideas on travel options and carpooling. The team not only received valuable feedback, but was able to improve awareness of this campaign through both individuals and partners at Salud.

**Follow-up Events:** When promoting carpooling or carsharing services, it is important to provide multiple opportunities for employees to gain information and to potentially sign them up for DLC. Larger employment centers have varying shifts with different break times, meaning that hosting a single event might only reach a small percentage of the workforce. Providing multiple opportunities to sign up and to connect with other employees could increase participation at a specific work site or employment center.

**Collaboration:** Successful events required collaborative efforts among project partners such as TriMet, Westside Transportation Alliance, Ride Connection, and Lara Media. These partnerships helped to promote the program and build relationships between agencies and organizations; all while providing additional resources to the public.

**Employee Outreach:** Direct outreach to employment centers is key to making a successful program. Outreach needs to take place early on in the planning phase to ensure adequate time for employers to decide their roles and to schedule events.

**Non-Employer Based Events:** Local events that are geared toward Latino audiences are good for increasing program awareness. However, large events make it difficult to converse, disseminate information, and register people on the DLC website. Events or settings with fewer people (e.g. employer events) tend to provide an opportunity for more productive conversations and better outcomes.

**DLC Registration:** During outreach, the program team determined there was low interest in registering people on DLC. To help promote carpooling, there needs to be a dialog between employees, clear direction about what the program does, and clear directions and translation of sign-up procedures and benefits. If registering people on DLC is a key goal, then it is important to focus efforts around that initiative and make sure people know what the tool does, how to sign up, and how to maintain the account.

# EVALUATION

The evaluation techniques utilized during this project were important for developing recommendations that can be used by local partners and/or jurisdictions for similar outreach campaigns. The evaluation approach allowed for different types of data to be collected from various engagements with partners and employees. For example, the online survey was not well received by Latinos; however, steps were taken to ensure advertising analytics were tracked and anecdotal feedback was collected regarding the Travel Kits at events and workshops. The section below outlines the various evaluation techniques that were used to measure project outcomes.

## Survey Questionnaire

An online and paper survey (in Spanish) was developed by the project team to solicit feedback regarding the Travel Kits. The lunch bag was originally offered as an incentive to take the survey; however, it proved to be too much work on the employer's end to track respondents and deliver their lunch bag. The lunch bags were therefore included with the packets upon distribution. A prize drawing for a \$100 Fred Meyer gift card was also offered as an incentive for Travel Kit recipients to take the survey. The online survey did not receive any responses as of December 30, 2015; however, the survey will remain open through summer 2016 to allow for greater participation.

The link to the survey was mentioned in the packet's welcome letter, which explained the purpose of the kits and had a personal message from Victoria Lara. The link to the online surveys were also printed on card stock and given to the coordinator at the Reser event on November 24.

**Drive less. Connect.**  
Conectando gente con lugares.

Gracias por participar en el programa de Conéctate y Conduce Menos (Drive Less Connect). Queremos saber más acerca de tu experiencia como participante y de la utilidad del paquete que recibiste en el evento o en tu lugar de trabajo. Al final de la encuesta, podrás registrarte para ganar una tarjeta de \$100 de Fred Meyer. También recibirás una lonchera GRATIS por completar esta breve encuesta.

1. Después de haber revisado los materiales del paquete Drive Less Conn ¿Piensas que la información te pudiera ayudar a encontrar nuevas formas para viajar al trabajo, ir de compras o para visitar a familiares y amigos?  
 Sí  No  No sé

2. ¿Cuál de los siguientes materiales se te hizo el más útil?  
 Bicicletas - información y mapas  
 Transporte público - información y horarios  
 Lista de recursos y contactos  
 Drive Less Connect - información

¿Estás interesado en:

3. Compartir tu auto, o el auto de otra persona, (carpool) para ir al trabajo?  
 Sí  No  No sé

4. Usar el transporte público, de una manera más frecuente, para ir al trabajo?  
 Sí  No  No sé

5. Usar la bicicleta, de una manera más frecuente, para ir al trabajo?  
 Sí  No  No sé

6. ¿Visitaste nuestro sitio de internet www.DriveLessConnect.com?  
 Sí  No  No sé

7. ¿Crees que el sitio de internet: www.DriveLessConnect es una herramienta útil que te ayudaría y animaría a compartir tus viajes?  
 Sí  No  
 No he visitado el sitio web

8. ¿Cuál de los siguientes recursos te ayudarían a compartir tu viaje para ir al trabajo?  
 Saber los nombres y los números de teléfono de mis compañeros de trabajo que viven cerca de mí.  
 Que mi empleador me ayude a encontrar a alguien que me lleve, o a alguien que yo pueda llevar al trabajo?  
 Tener acceso a un sitio de internet donde pueda encontrar gente que hable Español con la que pueda compartir mis viajes.  
 Otro \_\_\_\_\_

Más en la parte posterior →

A paper survey was developed and included in the Travel Kits to solicit feedback regarding the usefulness of the materials in the kits.

## Advertising Analytics

The following table shows outcomes associated with the project's advertising efforts.

Table 3: Advertising Analytics

Media Outlet	Reach (People)	Impressions (views/clicks)	Rate of interaction
Facebook	15,331	10,158	N/A
YouTube	900+	12,716	22.7%
Radio	205 spots	N/A	N/A

## QUALITATIVE DATA COLLECTION

Feedback from partner organizations, employers, and employees was important for the qualitative data collection process. The numerous partner outreach efforts and events were instrumental in providing anecdotal evidence that the Travel Kits were well designed and contained relevant transportation materials. The section below highlights feedback obtained from workshops and events.

### Travel Kits

The Travel Kits were well received by partners and contained relevant information about transportation options in Spanish. The accompanying insulated lunch bag was a welcome addition to the Travel Kit, particularly when given out to employees who worked in construction or places where they need to keep their food and beverages cool. The information and accom-

panying messaging (via the welcome letter) helped explain the purpose of the kits and why it is important for Latinos to use travel options more frequently.

### Understanding Latinos' travel habits

Many workshop and event attendees lived in suburban areas of Portland, meaning they needed to travel long distances to get from home to their destinations. Therefore, walking and bicycling are not considered viable options for most trip types. Perceived benefits to bicycling, however, were mentioned as being free of charge, a way to increase personal health, and good for the planet. Transit was also considered expensive and often did not get them close enough to where they needed to go. Of all the travel options, carpooling and transit appear to have the most potential among Latino audiences. Employees at the Reser event in Hillsboro were very receptive to taking the Link Shuttle to help them access their employment site.



The image shows a YouTube video player interface. The video content is a colorful illustration of a city street scene. In the foreground, a person is riding a bicycle. A white bus with blue and red accents is driving on the road. In the background, there are several stylized buildings in various colors (green, orange, brown, green). A large white sign with a green border is positioned in the middle ground. The sign features the 'Oregon Drive Less Challenge' logo on the left and the text 'ANDA EN BICI' in large, bold, orange letters on the right. The sky is blue with a yellow sun and white clouds. Below the video player, the title 'METRO Drive Less Conect' is visible. The channel name 'Lara Media' is shown with a 'Subscribe' button. The video has 3,092 views. At the bottom of the player, there are icons for 'Add to', 'Share', and 'More', along with like and dislike counts (both at 0).

Oregon Drive Less Challenge YouTube Ad: [www.youtube.com/watch?v=5WCgNpUNgwU](https://www.youtube.com/watch?v=5WCgNpUNgwU)

## Outreach Techniques

Tabling events like the one at Resers worked well; however, for future events it was suggested for outreach staff to simply leave the materials on the table and have project team members mingle in the crowd to start conversations, ask questions, and listen to employees' questions. The project team needs to be very approachable to make it comfortable for employees to learn more about the program. The table itself can be another barrier between "us and them" and can make employees uncertain of how many questions they want to ask, especially if they perceive a language or cultural barrier. Furthermore, using the services of respected members of the Spanish-speaking community like Lara Media goes a long way toward building trust and inviting employees to engage in conversations about their transportation habits and needs. Familiar faces will make people want to talk and ask questions more than someone they see for the first time.

## Messaging

Messages that resonated best among Latinos were saving money, convenience, health, and the environment. Many Latinos were concerned about the perceived high cost of riding transit, especially when traveling with a large family. Workshop attendees felt a responsibility to help people in their community become more healthy and active. It was also deemed important that the Latino community needs to share resources (and limit their driving) to conserve natural resources for future generations.

With respect to employee messaging, the most effective way to spread the word and build trust about a program like DLC is to appoint some kind of ambassador or champion within the company. This person is a known and trusted member of the Spanish-speaking employees, and is someone comfortable with talking to colleagues and co-workers. It was mentioned that "more effective results and behavior changes come from hearing news from someone you know and can relate to." Another plus of the "ambassador approach" is that Metro and its partners would have a direct contact within the company to both give and receive information about the program and its benefits. It designates a key point of contact who is trusted by the other employees.



Oregon Drive Less Connect Spanish postcard.

## Lessons Learned

The *DLC Spanish Language Marketing Pilot Project* presented an opportunity to examine the potential for creating travel behavior change among Latinos through the offering of Travel Kits containing transportation resources in Spanish. General lessons learned from the pilot project as a whole include:

- » Online registration for DLC is challenging among Latinos; most are not interested in searching for carpool partners among the general public. Furthermore, the DLC website needs to have more pages translated into Spanish (e.g., the FAQ page).
- » Online and paper surveys are very difficult to promote to Latino audiences and the type of incentive offered (\$100 Fred Meyer gift card) was not helpful for getting people to take the survey.
- » It was difficult finding the right partners and community organizations to promote the project; therefore, more time is needed for the partner engagement process.
- » The project had a mixed reception from employer partners.
- » Dissemination of information is most effective when done among peers in the Latino community (e.g., workplace champions, friends, and family).
- » Simply translating existing materials into Spanish is not enough; there should be a coordinated outreach effort to ensure the materials are packaged together. The purpose of the materials (e.g., getting more Latinos to use travel options) need to be explained through an introduction letter and accompanying outreach and messaging.



*Participants reviewing materials at Salud Workshop.*

# PROJECT RECOMMENDATIONS

According to the data collected from the 2014 intercept surveys, there is already a high percentage of Latinos who carpool (52%) and use public transportation (30%). Carpooling and transit are social modes of transportation that are preferred by Latinos. However, it was discovered through events and workshops that Latinos don't have all of the information they need to make more of their trips by transit, walking, or bicycling. Therefore, a series of recommendations are presented in the following section that will ultimately help partners, community organizations, and government agencies better promote transportation options to Latino audiences.

- » Continue offering Travel Kits to employers and partners and soliciting feedback on the types of transportation materials that are offered. Different communities and workplaces have different transportation needs; therefore, the more direct feedback that can be obtained for the Travel Kits, the better success they will have at changing travel behavior. Travel Kits should be customized (as much as possible) to geographic areas or employment sites to make them useful for the end users. It is also important that a greater number of physical and online (mobile optimized) transportation resources from various transportation agencies and partners should be available in Spanish. Carsharing information (such as Car2Go and/or Zipcar services) should be included when applicable, as there is potential for Latinos who do not own a car or know anyone who owns a car to use those types of services.
- » There is limited potential for Latinos to seek rideshares on DLC; however, better translation of components of DLC website and a more mobile-optimized interface would help with those efforts and may increase registrations among Spanish-speaking audiences. Furthermore, it may be beneficial to use more traditional and non-technological approaches to rideshare matching at the workplace such as word of mouth, bulletin boards, or cluster maps to match employees who live near one another.
- » Employer outreach events should be conducted multiple times at larger workplaces (and at different times) to account for employees who work different shifts. Repetition is helpful and "saturation is key." Repeated outreach efforts show that partners are truly interested in a long-term relationship with the employer and employees to help their lives and their needs. Having a series of events is more useful than a one-off tabling event.
- » Messaging should come directly from Latino audiences, such as a champion in the community or an organization that is trusted among Latinos. When implementing any type of program or campaign to Latino audiences, organizations and government agencies should consult with Latino organizations that specialize in outreach and messaging. Lara Media is a trusted and well known group among many Latinos in the Portland Metro area, which helped increase response rates for the intercept surveys and also improved attendance at events and workshops.
- » New methods are needed to evaluate these types of projects. For previous surveys conducted at Reser's with TriMet for the North Hillsboro Link shuttle service, the employer actually sat down with employees and said "we're all going to fill these out together." That technique is likely necessary to ensure higher response rates to surveys, as employees are often busy and have very little time on their breaks.



## CONCLUSION

The *DLC Spanish Language Marketing Pilot Project* was instrumental in helping Spanish-speaking residents learn more about their options for getting around. The project also enabled Metro to work with partners, local employers, and contractors to learn and compile a set of best practices to conducting outreach to Spanish-speakers about carpooling and other travel options. Furthermore, the research phase allowed for a greater understanding of Latino travel habits and barriers to using transportation options.

Transportation resources were specifically designed for this project, including posters, postcards, a customized Travel Kit, and an insulated lunch box as an incentive to provide feedback. A total 358 Travel Kits were distributed to area worksites and community service providers during the duration of the project. Participant and partner feedback from workshops, events, and advertising efforts indicate that:

- » Partners in the Latino community were excited about the project and wanted to champion efforts to disseminate the information to family and friends.
- » The DLC Travel Kits were well designed and contained relevant travel options information.
- » Workplace outreach events were well received by employees and future events were encouraged.
- » The YouTube ads receive 12,716 impressions and were very successful at increasing awareness of the Drive Less Challenge.
- » Facebook posts about the Drive Less Challenge reached 15,331 people and was viewed 10,158 times.

The *DLC Spanish Language Marketing Pilot Project* was ultimately successful at engaging local employers and community service providers by providing them with travel options information to distribute to the communities they serve and employ. Partners appreciated the project and were delighted with the information offerings. While successes were achieved during the outreach and events phases of the project, it was difficult obtaining direct feedback from end users. Therefore, evaluation efforts were focused on feedback from partners during at events and workshops. The high level of interest among partners indicates there is potential to continue transportation options outreach to Latino communities across the Metro region and beyond.