

Listen to Your Customer: A Community-Based Social Marketing Approach to the Campus Carshare Market

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Carsharing Goals

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1. Reduce congestion and auto ownership
2. Provide cost savings since customers pay per use
3. Reduce emissions by lowering overall vehicle miles
4. Facilitate more efficient land use
5. Increase mobility options and connectivity among transportation modes



USF Tampa Campus

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- Suburban in nature
 - Approximately 1,700 acres with 16,000 surface parking spaces and 2,500 garage parking spaces
- Approximately 38,000 students and 12,000 faculty and staff
 - Vast majority already own cars and drive them to the campus
- Differs significantly from campuses where carsharing is currently successful
 - Freshman required to live on-campus; however, no policy in place to limit vehicles

What is Social Marketing?

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- Social Marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviors that benefit individuals and communities for the greater social good.



Community-Based Social Marketing

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- Behavior change is most effectively achieved through initiatives delivered at the community level which focus on removing barriers to an activity while simultaneously enhancing the activities benefits.
- Programs must be carried out at the community level and involve direct contact with people.

Community-Based Social Marketing

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1. Select a Behavior
2. Identify Benefits and Barriers
3. Develop Strategies Utilizing “Tools”
4. Pilot
5. Broad Scale Implementation and Evaluation

Behavior Selection

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Register to join the carshare program

Pledge to attend 2 semesters without a personal vehicle on campus

Source: Collaborative Fund; available at futureofcarsharing.com

Formative Research

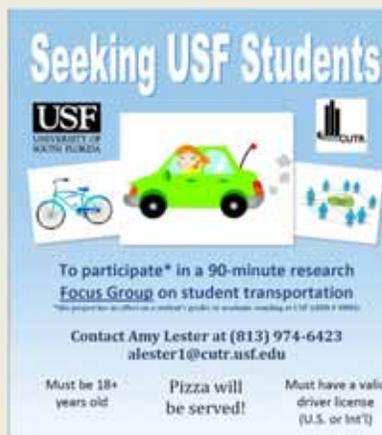
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- The foundation of social marketing is a customer orientation in which information is sought to better understand the people being served.
- Consumer research is designed and conducted to gain a rich understanding of a priority audience's needs and wants, values, motivators and barriers, and everyday lives.

Focus Groups with Students

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- **7 Focus Groups (30 students)**
 - International Students x 2
 - Resident Students x 1
 - Non-Resident Students x 2
 - Current Members (Users) x 2
- **Currently enrolled students**
- **18+ years old**
- **Valid driver license**



Focus Group Recruitment

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Facebook posts to groups associated with USF (46 groups)

USF Note-A-Bull weekly emailed student newsletter

President of each Fraternity/Sorority contacted

International student organizations/ USF World

Carshare Facebook page

CUTR Facebook page

USF Transportation Facebook page

Flyers posted around campus

Flyers distributed to all resident housing RAs

Flyers distributed to students walking in/out of resident housing

Emails to current carshare members

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Focus Groups with Students

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- **90-Minute Sessions**
- **Conveniently Held On-Campus**
- **Incentives to Participate:**
 - Pizza
 - T-shirt
 - Bike Lights
 - Reflective Nylon Bag



Focus Group Topics

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- How are students currently traveling around the USF campus?
- How are students currently traveling from the USF campus to other destinations?
- What is students' current knowledge about the carsharing program?
- What are students' opinions of a carsharing program?
- Would students be willing to participate in a carsharing program?
- What will motivate students to participate in a carsharing program?
- What barriers do students perceive related to using a carsharing program?
- What barriers do students face related to other means of transportation?
- What communication channels are best suited for this audience?

Results

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Issues with Current Transportation Mode

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Parking on Campus

- *For me, it's just getting that spot, locking that spot down, and then figuring out the puzzle of the madness with parking... So I will postpone a lunch if I know if I wait it out another hour and people start leaving (laughter)... No, I really do. If I take a lunch at high noon when everybody else is hungry or if I wait until 2:30 I'll probably get a better parking spot at 2:30 I won't have to wrap around for 25 minutes.*
- *I parked in employee parking because I had a test and I was not going to wait an hour to try to park, and I literally wrote a note to the guy, I was like "sorry, I have a test." I'd rather just get a ticket.*



Benefits of the Carshare Program

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| | | |
|-----------------------------|-----------------------------------|-------------------------------|
| Convenience and Flexibility | Features of the Carshare Vehicles | Cost-Savings |
| Provides Freedom | "Fills in the Blank" | Lower Age Requirement to Rent |
| Availability of an App | Time Savings | Great Customer Service |

Benefits of the Carshare Program

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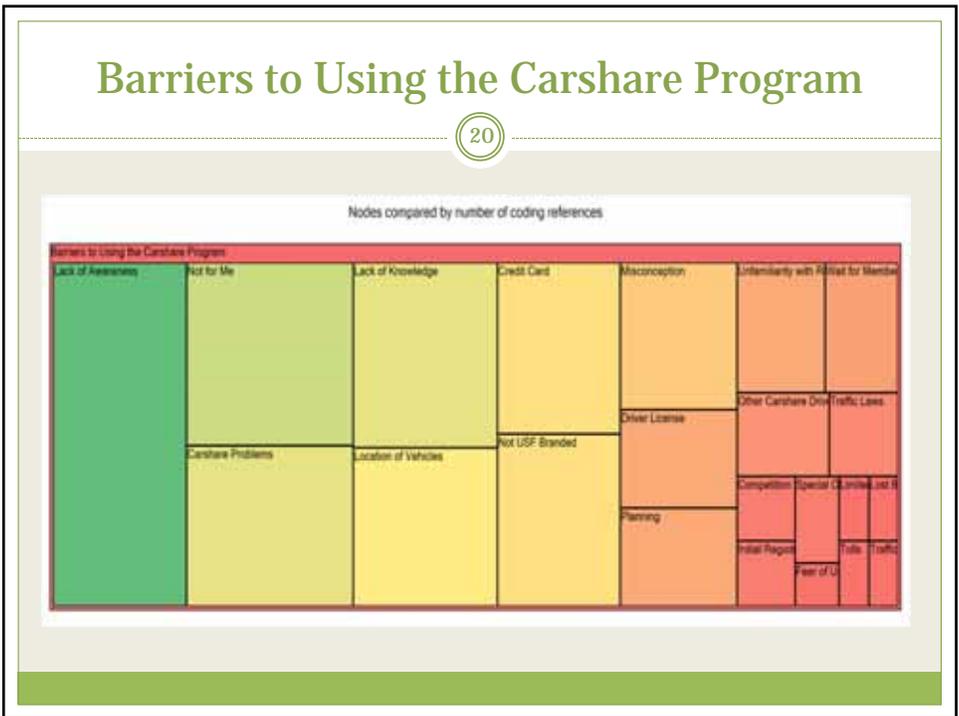
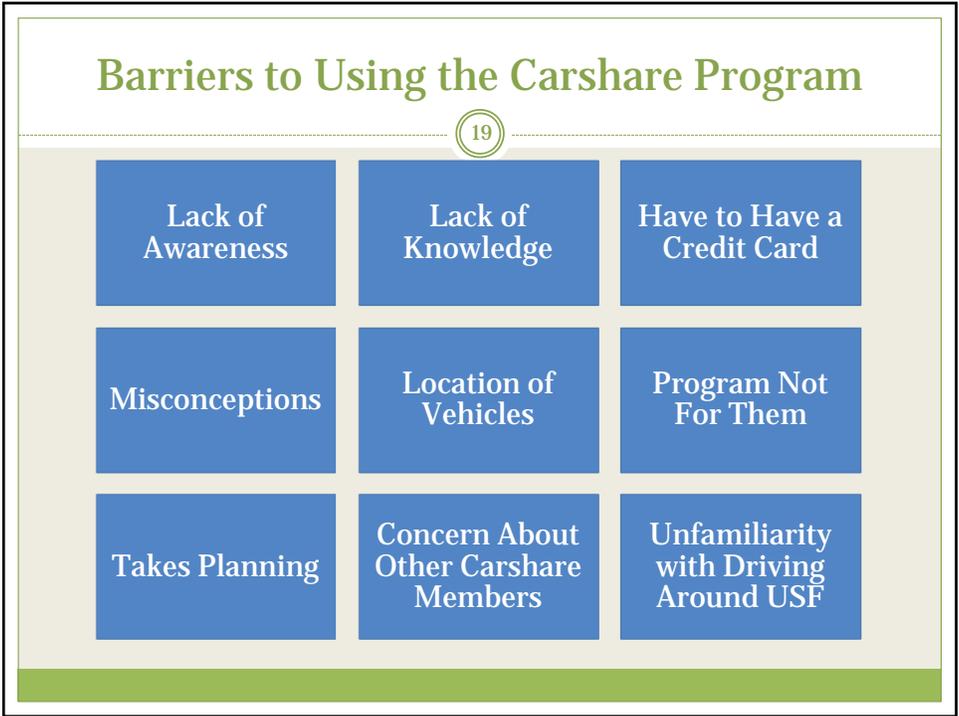
Nodes compared by number of coding references



"Fills in the Blank"

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- *Yeah, not having a car, what (A) said about off-campus, like that's the only thing that gets people like me. I mean, yeah, you can walk, it takes a while. Or you can skateboard if you have that luxury. But, other than going off campus, you're usually pretty good and that car fills in the blank. Whenever you need to go off campus, you can pitch in \$8.50, and you're good.*



Lack of Awareness that Program Exists

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Most often mentioned

- *My car just broke, and I was completely lost because I didn't have a car. In those situations you could use it...I don't know how you rent a car, but it is on campus so I would have been able to use it had I known.*
- *I think the biggest issue is that people haven't heard about it. So, even just a simple "This is the program." ... Just availability, saying "This program is here, everybody can use this, not just for resident students." That would be a major aspect, because I think that's a lot of why people don't know it's available.*

Misconceptions About the Program

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- *Yeah, it's kind of in the lot, and it's like, I wonder who gets to use those, and then the thought goes.*
- *And I wasn't sure if it was a staff thing because it was in the E lot.*

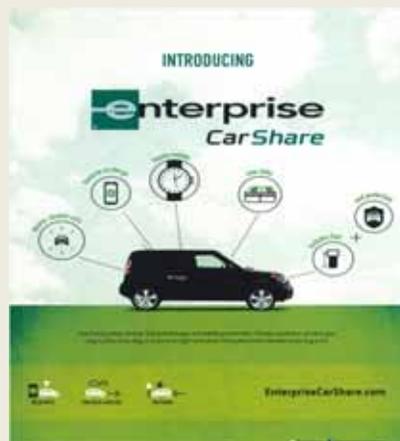


Existing Print Materials

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Lack of USF Branding

- *Yeah, by putting USF on there, it makes it seem like we're the target group this is for, instead of just anybody that needs a car. This way it's more "Oh, you're a student, you're on campus, you need a car?" Putting the USF on here would just show people who it's actually for.*
- *This just seems like a general thing that if I were to see it on the USF campus I would assume that it's still for the general public. So I would be sharing a car with someone that wasn't even a Bull.*



Trustworthy Sources of Information

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Fellow Students

- *I would just say: really promote it with students. Because I'm way more likely to listen. Even at orientation I was more likely to listen to what the student ambassadors said, than someone from Enterprise coming. Like if a student said "Hey, this is useful, this is cool!"*
- *I just feel like I'm less likely to be told something that...like feel like they're not trying to sell me as much. So it's more just like "Hey, I'm telling you the benefits of it, you can do it or not." With students, it's just more approachable.*

Next Steps

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- Quantitative survey with students
- Develop strategies and pilot test



Thank You!

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Questions?

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