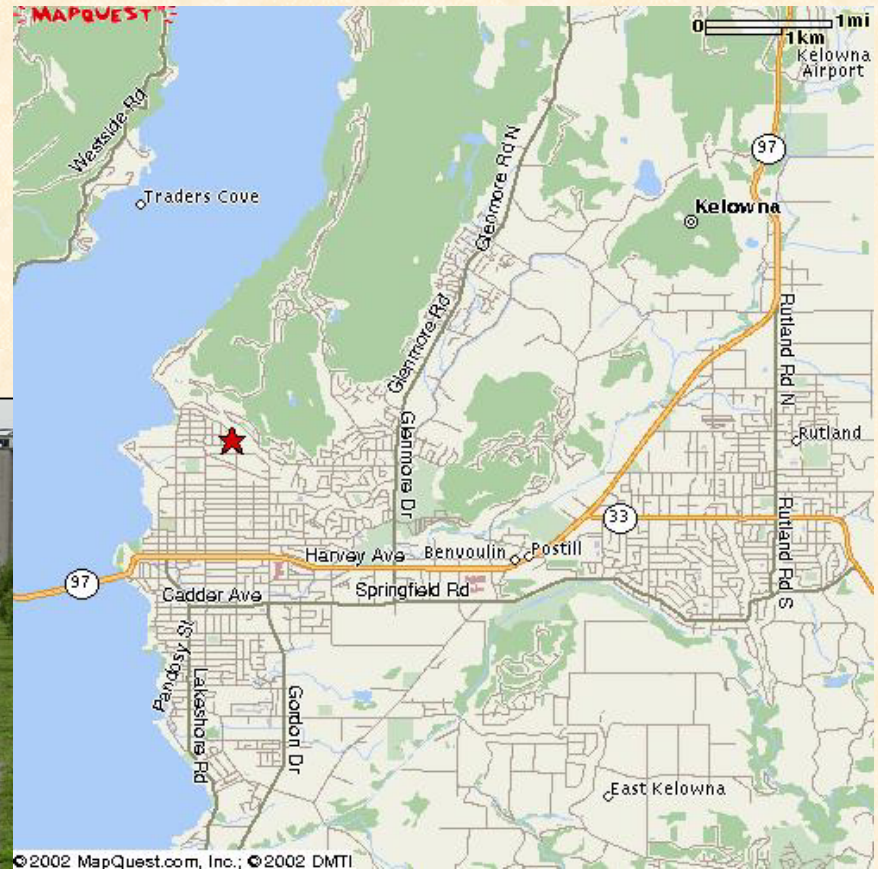


# Rails with Trails



# Smart Transit Plan



## CENTRAL OKANAGAN SMART TRANSIT PLAN

### TOD Opportunity – Land-Use & Built-Form



Roxby Exchange



Building / Complex	Type	Floors	Units	Retail / Commercial (s.f.)
A	Transit Station (10 Bus Stops)	1	-	7,000
B	Mixed-Use	4	84	16,000
C	Mixed-Use	4	45	10,000
D	Retail	1	-	4,000
E	Townhome	2	10	
F	Townhome	2	12	
G	Townhome	2	12	
<b>TOTAL</b>			<b>163</b>	<b>37,000</b>



[www.carpool.ca](http://www.carpool.ca)



# How to achieve TDM goals:

- Advocacy - influence the public to adopt environmentally friendly and healthy forms of transportation:
  - Educational programs - youth, special interest groups
  - Media relations
  - Public promotions
  - Lobbying
  - Social Marketing

# Why Social Marketing?

- The traditional approach to get people to change their behaviour is through education and advertising.
- Education on its own doesn't create a change in behaviour - our aim is not to get people to KNOW MORE THINGS. We are trying to get people to CHANGE WHAT THEY DO.
- Advertising, is mostly NOT about changing behaviour. It's about changing brands. We still drink beer...We still buy the car...We just buy a different brand of beer or car.



# So what is Social Marketing?

- Social marketing effects behaviour change by 1) determining current attitudes towards the desired behaviour, and 2) discovering barriers that limit a change to the desired behaviour.
- A supportive attitude is not always enough.
- Discovering potential barriers can lead to strategies that help eliminate the barriers and foster behaviour change.

**What is Social Marketing?**

**What Would Jesus Drive?**  
[www.WhatWouldJesusDrive.org](http://www.WhatWouldJesusDrive.org)

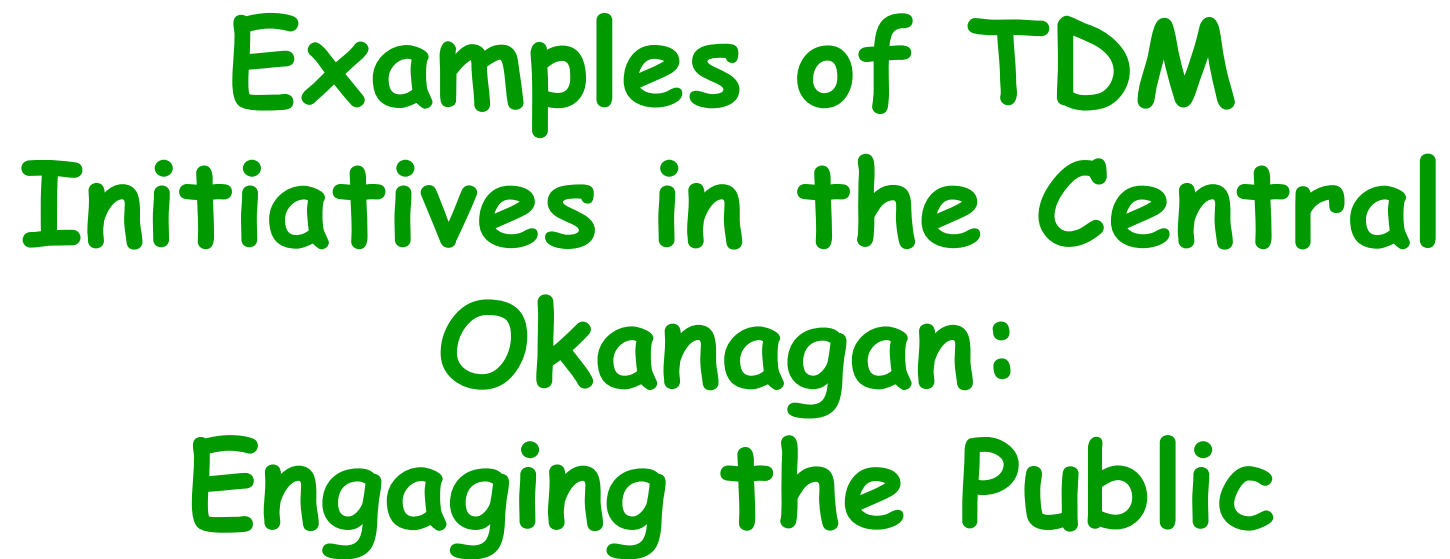
# Social Marketing Strategy Plan

- Terms of reference developed and finalized mid 2003
- Contract awarded to Karyo Communications October 24, 2003 for \$110,000
- Scope included best practices research, 6 focus groups, 800 household telephone survey, Open Spaces technology session, detailed analysis and strategy development
- Final plan presented August 2004



# Social Marketing Strategy Plan

- Development of decision making scorecard (weighted criteria)
- Integrated Social Marketing strategy e.g.,  
Launch a program designed to support healthy, active living and to protect the lifestyle people in the Central Okanagan enjoy.
- Development of year 1 tactics



**Examples of TDM  
Initiatives in the Central  
Okanagan:  
Engaging the Public**