



PROGRAMS + CAMPAIGNS



“Alta’s expertise and professionalism were the keystone to the success of our events.”

— Stephen Patchan, Southern California Association of Governments

WHY PROGRAMS?

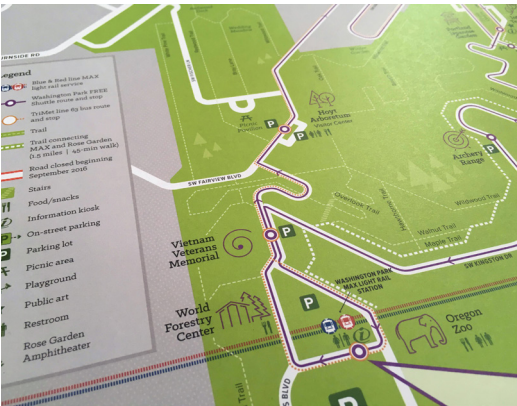
Alta helps people get where they are going through outreach, education, and campaigns.

By connecting people to their transportation options and promoting traffic safety, our work is part of a movement to support the health, happiness, and safety of everyone.

We are here to be your partners in designing and implementing programs that meet the needs of your community.



Our programs help participants learn by doing and form new transportation habits.



Alta worked with the Explore Washington Park TMA to design a user map and branding for their wayfinding and shuttles.

“The Alta Programs Team renewed my faith in consultants.”

— Heather McCarey, Explore Washington Park

WHY ALTA?

At Alta, our work doesn't stop with planning and design. We reach communities and individuals directly. We are North America's leading firm in designing, implementing, and evaluating multimodal transportation programs.

Our team reaches tens of thousands of individuals each year through our behavior change programs. In all types of settings—from rural to urban, residential to employer—we work with our clients and stakeholders to tailor each program to the community's unique setting and culture.

Contact us to discuss your community's goals and how we can help you reach them.

ALTA'S PROGRAM/CAMPAIGN KEY SERVICES:



Behavior Change/ TDM Programs

Strategy, implementation, and evaluation

- Neighborhoods and cities
- Employers and campuses
- Construction and congestion mitigation



Media Campaigns

Strategy, implementation, and evaluation

- Vision Zero, traffic safety, and awareness
- New mobility and First/Last Mile
- Social media and communications



Graphic Design

Design, production, and print management

- Branding and visual identity
- Maps, print materials, and media ads
- Infographics and reports



Web Development

Websites, online tools, and databases



Research and Innovation

Behavioral science and public health



Go Programs: Building Community Around People-Powered Transportation

Client:
City of Chicago

Key Services Provided:
Community-Based
TDM

Social Media and
Communications

Branding

Graphic Design

Web Development

Program Evaluation

On behalf of the City of Chicago, Alta created the “Go Programs,” a family of community-based campaigns aimed at helping Chicago residents walk, bike, and use transit more often. The campaigns reached 40,000 Chicago households in five neighborhoods. Residents received information and support through direct mail, customized resources, community outreach, custom events, and ongoing communications.

The five programs served neighborhoods that were diverse in their geography, racial and ethnic makeup, and income levels. Recognizing that neighbors are the best messengers, Alta hired outreach ambassadors from each neighborhood to serve as the faces of the program. They conducted meaningful one-on-one outreach, planned hundreds of fun and engaging local events, and built local relationships with dozens of partner organizations.

In all five neighborhoods, a majority of participants reported that the Go Programs helped them feel more informed about their transportation options, more connected to the community, and more confident walking, biking, and taking transit.



Heads Up: A Creative Approach to Small Town Pedestrian Safety

Alta worked with the City of Eureka to design and implement an education and outreach campaign focused on pedestrian safety. Based on local crash data, the campaign featured calls to action in both English and Spanish to encourage the desired safety behaviors.

Alta coordinated the campaign, which reached tens of thousands of people through a combination of traditional media and grassroots outreach: street banners, transit ads, print and web advertising, community posters and decals, sidewalk stencils, and TV and radio ads. At farmer's markets, street fairs, and outdoor concerts, staff engaged attendees in conversations about traffic safety with a trivia game, photo booth, giveaways, and safety information.

Based on an online survey of residents, nearly two-thirds of respondents agreed that drivers and pedestrians are more aware of each other following the campaign. Nearly 90 percent of respondents felt that the City should continue the campaign.

Client:
City of Eureka

Key Services Provided:
Traffic Safety

Media Campaign

Branding

Graphic Design

Program Evaluation



Connecting to Transit: Improving Access Through Innovation and Partnerships

Client:
King County Metro

Key Services Provided:
County-Wide TDM

First/Last Mile

Media and
Communications

Graphic Design

King County Metro's Connecting to Transit campaign is a major effort to improve access to transit without building additional parking capacity. The program's urgency stems from transit ridership growth, which has led to customer dissatisfaction with crowded park and rides.

Alta's role is to help market Metro's new services and encourage access to transit without relying on solo driving trips. Metro's innovative new services include priority carpool parking, better bike parking, partnerships with private First/Last Mile services, a pilot to match underutilized private parking lots with park-and-ride patrons, and more. Alta is employing street teaming, community outreach, guerilla marketing, direct mail, and outdoor and online media to promote the new offerings.

Our outreach efforts include substantial outreach to community members who speak languages other than English, including Spanish, Vietnamese, Amharic, Somali, Chinese, Tagalog, Russian, Korean, and Tigrinya. To date, we have reached thousands of residents county-wide.



Pedal Corvallis: Promoting Bike Share with a Community-Based Approach

Alta assisted Oregon Cascades West Council of Governments by developing a door-to-door campaign aimed at increasing bike share use in Corvallis, Oregon. With a focus on promoting free memberships for low-income residents, the neighborhood-based campaign used motivational interviewing techniques, educational events, and community outreach to encourage residents to experience and sign up for the City's bike share system.

Alta developed the campaign strategy, designed campaign materials (including a system map), trained outreach staff, and conducted the program evaluation. With Alta's outreach plan and ongoing advising, outreach staffed reached 120 households, spoke with 455 residents, and hosted/attended 10 community events.

The bilingual program succeeded in encouraging bike share membership, raising awareness of the benefits of Pedal Corvallis, and gaining feedback on how the system could be improved. Post-program survey results revealed increased familiarity and interest in the system among neighborhood residents.

Client:

Oregon Cascades West Council of Governments

Key Services Provided:
Community-Based TDM

Door-to-Door Outreach Strategy

Motivational Interviewing Training

Graphic Design

Program Evaluation



“I have nothing but good things to say about our experience working with the Alta Programs Team. They kept us informed, they were flexible, they took our feedback seriously, and they always delivered. Alta really worked with us, it never felt like they were just working for us.”

— Sheila Parrott, City of Eureka

RESEARCH AND INNOVATION

Alta brings new approaches to our clients to create better, more effective programs. Our commitment to innovation means that clients can count on us for new ideas and methods.

Alta has helped cities integrate the **Stages of Change** behavior change theory into transportation programs, providing more targeted and evidence-based coaching to program participants. We have also trained hundreds of outreach staff and TDM professionals in **Motivational Interviewing**, a coaching technique that uses collaborative dialogue to help people connect their transportation choices to their values.

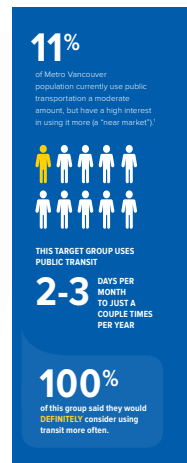
Our current research focus involves bringing the findings and methods of **Behavioral Science** to transportation campaigns. By better understanding why so many people choose to drive, we can craft evidence-based “nudges”—through incentives, messages, and defaults—that result in more use of active transportation and transit.

Alta led an award-winning research effort for TransLink (Vancouver, BC) to apply behavioral science to the challenge of increasing transit ridership. Alta is also assisting multiple academic teams in research on methods to decrease drive-alone mode share.

One of our areas of expertise is matchmaking between academics, non-governmental organizations, and public agencies to create and apply research findings.



The award-winning TransLink report titled *Applying Behavioural Insights to Transportation Demand Management* proposes new ways to increase transit ridership.





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