

Evaluation of Don't Drive One in Five Campaign – Phase I

TASKS	OUTCOMES
1) Placement of radio and print ads, Spanish and English	1,248 English (60 secs) and 252 Spanish radio commercials: 1,012 English promotional mentions (10 secs); 40 English and 20 Spanish print ads
2) Development and distribution of posters, Spanish and English	4 English poster designs at 5,000 each and 4 Spanish poster designs at 1,000 each were produced; poster distribution still continuing
3) Development and distribution of email newsletter	7 newsletters produced; 798 subscribers to newsletter (original number of subscribers: 654)
4) Development and distribution of testimonial flyers	2 sample testimonial flyers produced; development and distribution in process and to be continued through the end of the FY
5) Development and distribution of collateral materials – coasters and tshirts	5 Coaster designs were produced (2,000 of each) and 2 T-shirt designs (750 each); distribution still in process
6) Toyota Hybrid Prius vehicle give-away	1,047 entry forms received; 1359 hits to Commute Solutions' Toyota Prius registration site; KPIG registration site linked to Commute Solutions' web page
7) Commuter Idol contest	22 contest applicants; 3,316 total votes and 2,033 voters (with 124,700 hits counting repeating visitors viewing multiple pages) of which 930 pledged to use alternative modes of transportation; 9 print articles published and 1 TV story
8) Events at key campaign junctures	Stakeholders Meeting – approx 30 attendees; Launch Event – 120 attendees; Toyota Prius Giveaway Event – approx 100 attendees
9) Attend employer and community events to promote program	7 events attended, ranging from 50 attendees to 2,000; number of people stopping at booths ranges from 9 people to 150 people; incoming phone callers and web inquiries seeking assistance due to the campaign total 453 with an overall average of 426 registered carpooling database participants per month
10) Solicit employers to participate in above	362 employer organizations contacted; participating number is unquantifiable
11) Media mentions	10 Commuter Idol media articles and 5 overall campaign newspaper articles
12) Conduct random sample public opinion poll	603 Santa Cruz County residents were polled with 75% reporting that they had seen or heard of the campaign, 82% favorability rating; and 48% indicating they tried to take action in response to campaign