



## Bloomberg Philanthropies Mayors Challenge City of Boulder

### What we did

- Enlisted the help of 6 Community Connectors to engage residents in 4 north Boulder neighborhoods (Orchard Grove, San Juan Del Centro, Boulder Meadows, and 3120 Broadway BHP location)
- Coordinated with number of community and mobility partners, including Boulder Housing Partners, CU Just Transition Collaborative, El Centro Amistad, Boulder County Mobility for All, National Renewable Energy Lab, Rocky Mountain Institute, Cities of Denver and Centennial, Shared Use Mobility Center, eGO, Lyft, Boulder B-cycle, Boulder Nissan, and RTD
- Launched programming at May 12<sup>th</sup> Howard Heuston Park re-opening event, engaging and surveying residents and partnering with eGO and Boulder Nissan to demo EV and charging station
- Coordinated Connector-administered questionnaire surveying of four neighborhoods (Orchard Grove, San Juan Del Centro, Boulder Meadows, and 3120 Broadway BHP location), collecting 200+ surveys from resident households in two-week window – a significant increase in response rate compared to other city surveys!
- Based on questionnaire findings, launched two rounds of A/B behavior tests using mailers and doorhangers, distributing over 1,500 mailers and 220 door hangers with \$93,000 in potential incentives with B-cycle bikeshare free annual memberships and Lyft discounted rides
- Hosted July 12<sup>th</sup> EV Evening event to discuss barriers to resident consideration of EV ownership – 18-20 resident participants, joined by eGO Car Share and Boulder Nissan EV show and tell
- Hosted August 9<sup>th</sup> Bicycle Extravaganza event, partnering with Go Boulder team, Boulder B-cycle, and Community Cycles, to discuss residents' bike use in Boulder, demoing B-cycle bikes and docking stations, and incentivizing free annual memberships
- Submitted final application for \$1 or \$5 million grant!



## What we learned (or confirmed!)

- **Convenience, Comfort, Travel Time, and Reliability Top-of-Mind** – A variety of learned and social factors distanced affordability from being the primary reason for mobility choices
- **Sustainable Habits** – Many residents already exhibited greater sustainable behavior than wealthier neighbors due to economic need, requiring a refocused approach to discussing that driver for choosing between mobility options
- **New Mobility “Not for Me”** – Many residents noted how they felt certain modes were “not for me,” oftentimes attributed to cultural, linguistic, and social barriers, but also significant distrust of public institutions and “being known” – even leading a number of residents to opt for more expensive options
- **Exploring Mobility is Inherently Social** – Over 42% of residents surveyed noted how family and friends influenced their transportation needs, and through our events we observed increased openness to exploring new options through existing relationships and in-person demonstrations
- **Information + Incentives + Social = Accessibility and Adoption** – Found traction using neighborhood-level relationships and social connections to deliver culturally relevant and contextualized information paired with appropriate behavioral/price incentives to spur resident access and use
- **Strong Interest in New Modes, But Need to Make Them Sticky** – We found ways to better introduce residents to new modes – especially EVs and bikeshare – resulting in strong interest during the immediate event, but we need to find new ways to nudge interest into adoption
- **Challenges Persist Maintaining Regular Engagement** – Need to improve operational and administrative management of Connectors between activities, as well as maintaining presence within neighborhoods, ensuring residents actively see return on their participation investment
- **Partners and Community Connectors are Critical** – We would not have made progress without the help of our community and resident partners!



## What's next

- Submitted final application focused on scaling model to on-going and planned Transportation and Sustainability initiatives, maintaining focus on low income neighborhoods – results in Oct 2018!
- Identifying key needs to invest remaining grant funds in, including scaling Connector model, SMS text messaging service, transportation improvements around neighborhoods
- Integrating results and approach into on-going Transportation, Energy, and Engagement initiatives, including expanding Community Connector model to city's Electric Municipalization efforts

