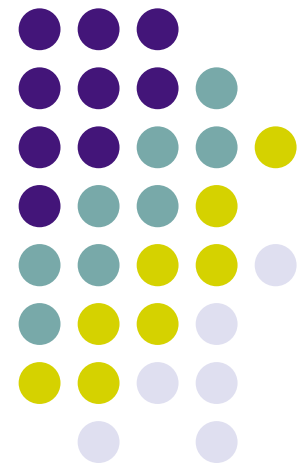


# Community-Based Social Marketing the urban greening movement

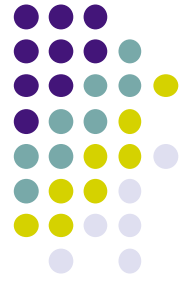
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Dr. Kathleen Wolf  
Research Social Scientist  
University of Washington  
College of the Environment  
September 2010

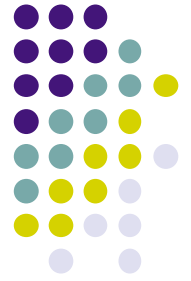


# Municipal Trees Academy

## Trees for Better Communities



- 10:00 – 10:15 Introduction and Overview
- 10:15 – 11:15 Urban Forest & Community Benefits
- 11:15 – 12:00 Social Marketing Principles and Worksheet
- *12:00 – 12:30 Lunches available*
- *12:00 – 1:00 Lunch and Worksheet Discussion Sessions*
- 1:00 – 1:45 Street Trees and Safety – an urban forest barrier?
- 1:45 – 2:30 Trees in Parking Lots – code & design
- 2:30 – 2:45 Revisit Social Marketing Worksheet and Strategies
- *2:45 – 3:00 snack break and load buses*
- 3:20 – 5:00 Field Trip – trees in urban design of retail centers



# City Trees & Nature

= investment in human capital

= economic value for business & community

role of transportation  
& parking facilities



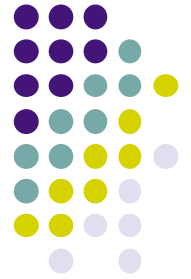






# Fostering Sustainable Behavior

## Doug McKenzie-Mohr



Category	Articles	Cases	Strategies	Forums
Agriculture & Conservation	16	5	0	75
Energy	212	17	0	236
Transportation	37	9	0	110
Waste & Pollution	279	46	0	259
Water	52	11	0	133

[www.cbsm.com](http://www.cbsm.com)



# Worksheet



*“campaigns that rely solely on providing information often have little or no effect on behavior”*

Texas Tree Conference 2010

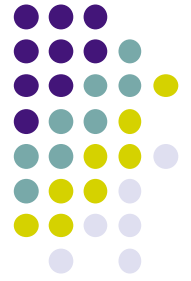
**Municipal Tree Academy: Trees for Better Communities - Health, Economics, and Livability**

**Community-Based Social Marketing Analysis Matrix**

September 2010 - K. Wolf

adapted from: Fostering Sustainable Behavior: Community Based Social Marketing by Doug McKenzie-Mohr

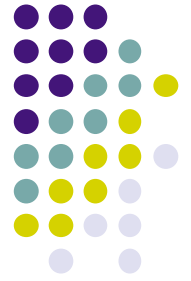
	1. Target Behavior: Desired Outcome	4. Target Audience: Who Can Implement?	5. Competing Behavior 1	6. Competing Behavior 2
2. Perceived Benefits				
3. Perceived Barriers				



# Analysis Process

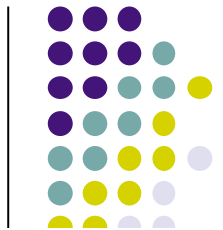
- Do they know about what you want?
- Do they perceive significant difficulties or barriers?
- No barriers? But current behavior offers the greater benefit!

# Understanding Behavior Change



- People will do things providing high benefits, low barriers
- Perception is reality! judgments of barriers and benefits differ among people
- Behavior competes with behavior – choices are about behavior (not knowledge)

# Worksheet



Texas Tree Conference 2010

## Municipal Tree Academy: Trees for Better Communities - Health, Economics, and Livability

### Community-Based Social Marketing Analysis Matrix

September 2010 - K. Wolf

adapted from: Fostering Sustainable Behavior: Community Based Social Marketing by Doug McKenzie-Mohr

	1. Target Behavior: Desired Outcome	4. Target Audience: Who Can Implement?	5. Competing Behavior 1	6. Competing Behavior 2
	Plant more trees in the business district streetscape	Chamber of Commerce members		
2. Perceived Benefits	More customers More spending	trees are pretty	we market our district to bring in shoppers	small planters provide nice "color spots"
3. Perceived Barriers	adequate root and canopy spaces	trees block views of businesses	put up signs to advertise business (at canopy height)	the business next door is my competitor

interviews or survey to fill in the boxes

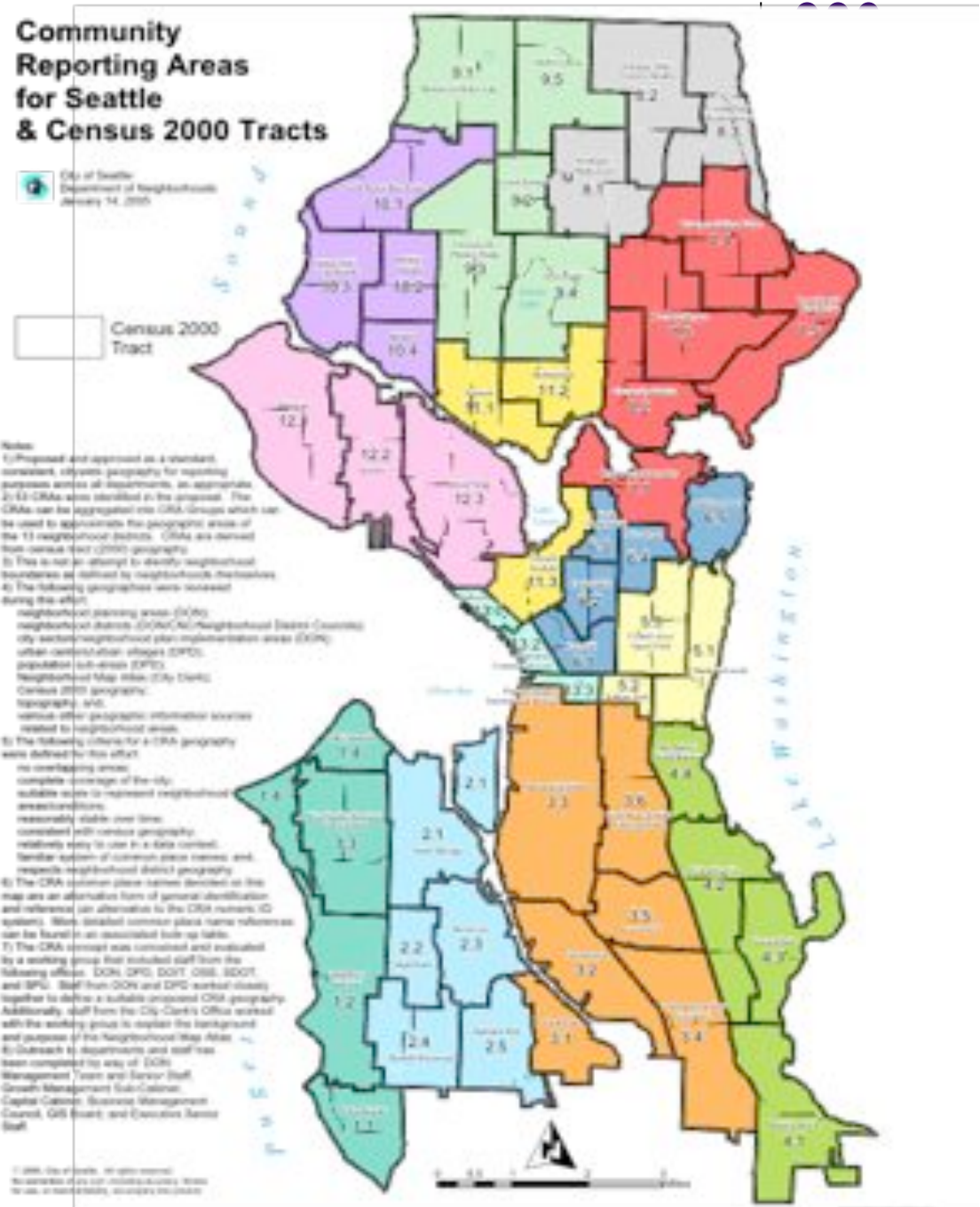
# Using Community Based Social Marketing to Increase Urban Forest Canopy Cover on Residential Property

Jana Dilley

M.S. Spring 2010  
University of Washington

survey of Seattle homeowners stratified by community reporting areas

analyzed by existing and potential canopy cover





## Action Programs Based on Marketing Study

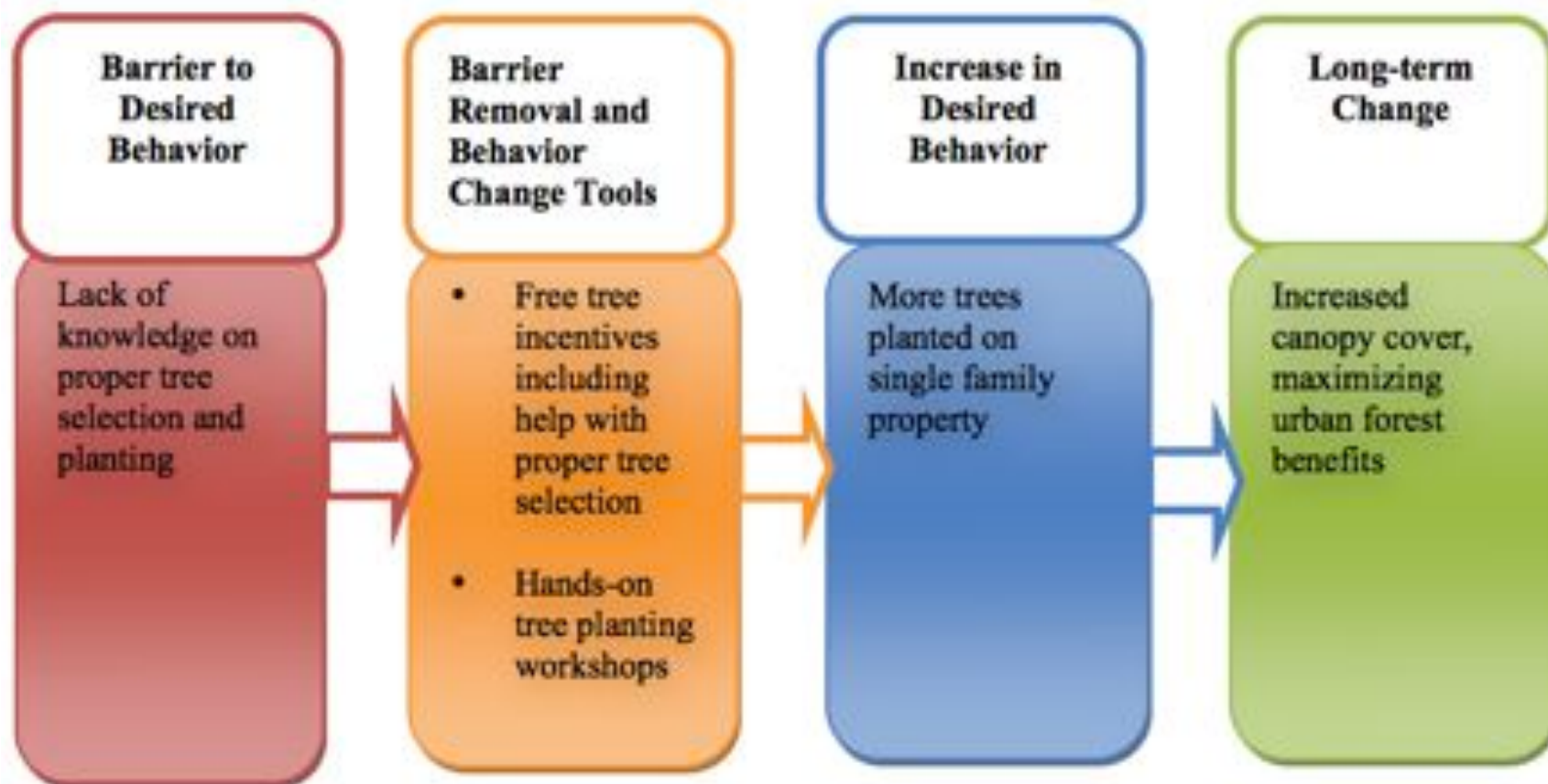


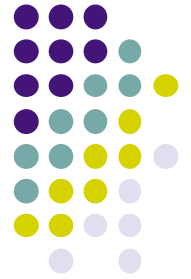
Figure 11. Applying the CBSM framework to homeowner tree planting behavior.



# Work by Tables

- Jot down some ideas on your worksheet
- Identify or choose a desired behavior
- Anticipate barriers & benefits
- Compare notes and discuss during lunch

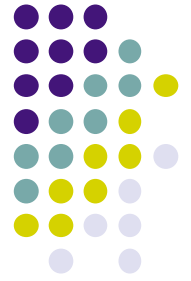
# Targeted Communications



1. Know your audience (attitudes, beliefs, values)
2. Use captivating, vivid information (metaphor, compare & contrast, graphics & images)
3. Use a credible source (champion, professional organization, newsletter)
4. Frame your message (positive or negative)
5. Careful use of threatening messages



# Targeted Communications



6. One-sided vs two-sided message (more for experts)
7. Make the message specific (articulate actions)
8. Make the message easy to remember (what & when)
9. Provide personal or community goals
10. Emphasize personal contact
11. Provide feedback (impact, what's next?)

## Human Dimensions of Urban Forestry and Urban Greening

featuring research on peoples'  
perceptions and behaviors  
regarding nature in cities



### What's New?

**Nature and Consumer Environments**  
Research about how the urban forest  
influences business district visitors.

**Trees and Transportation**  
Studies on the value of having quality  
landscapes in urban roadsides.

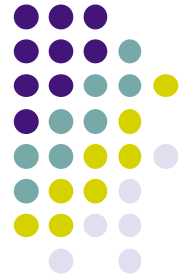
**Civic Ecology**  
Studies of human behaviors and benefits when  
people are active in the environment.

**Policy and Planning**  
Integrating urban greening science  
with community change.

**Urban Forestry and Human Benefits**  
More resources, studies and links . . .

Research Director  
**Kathleen L. Wolf, Ph.D.**

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[www.naturewithin.info](http://www.naturewithin.info)