Community-Based Social Marketing
the urban greening movement

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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

www.cbsm.com
“campaigns that rely solely on providing information often have little or no effect on behavior”

<table>
<thead>
<tr>
<th>1. Target Behavior: Desired Outcome</th>
<th>4. Target Audience: Who Can Implement?</th>
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</thead>
<tbody>
<tr>
<td>2. Perceived Benefits</td>
<td>5. Competing Behavior 1</td>
</tr>
<tr>
<td>3. Perceived Barriers</td>
<td>6. Competing Behavior 2</td>
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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**

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<tbody>
<tr>
<td><strong>Plant more trees in the business district streetscape</strong></td>
<td><strong>Chamber of Commerce members</strong></td>
<td><strong>More customers</strong></td>
<td><strong>trees are pretty</strong></td>
</tr>
<tr>
<td><strong>More customers</strong></td>
<td></td>
<td><strong>we market our district to bring in shoppers</strong></td>
<td><strong>small planters provide nice “color spots”</strong></td>
</tr>
<tr>
<td><strong>More spending</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>adequate root and canopy spaces</strong></td>
<td><strong>trees block views of businesses</strong></td>
<td><strong>put up signs to advertise business (at canopy height)</strong></td>
<td><strong>the business next door is my competitor</strong></td>
</tr>
<tr>
<td><strong>adequate root and canopy spaces</strong></td>
<td></td>
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*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?)