511 Carpool Rewards

Documenting Changes to Transportation Behavior

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San Francisco Bay Area
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Personal Vehicles = ___% GHG
San Francisco Bay Area

Personal Vehicles ↑ 40% GHG

Source: Bay Area Air Quality Management District
One-Stop = Phone & Web

Traffic
Transit
Rideshare
Bicycling
Rideshare Tasks...

- Traffic congestion
- Air pollution
- GHG

↑ Carpooling
Overcoming Resistance

Individuals unwilling to change commuting behavior…
Adjusting the Message…

Receptive to change with simple incentives
Rewards Program

1. Easy-to-use
2. Documentable
3. Achievable
4. Frequent
5. Stair-stepped
Asked commuters to…

Carpool and document work-week trips
Making the first step easy…

Stair-stepped random rewards for long-term behavior

1. $5 coffee = 1 green commute / month
2. $100 groceries = 8 carpool trips / month
3. $500 groceries = 24 carpool trips / 3 months
Publically Acknowledge Progress

List winners each month online

Recent Winners

Congratulations!

This month's winners in the random drawing for Peet's Coffee & Tea Gift Cards are:

- JOSE, MILLBRAE
- RAUL, EL SOBRANTE
- CHRISTY, PLEASANT HILL
- ASHLEY, WALNUT CREEK
- ELIZABETH, FAIRFIELD
- CHASE, FREMONT
- GINA, VALLEJO
- MIKE, SANTA ROSA
- MARY, MONTEREY
- JEROME, SAN FRANCISCO
Power of Partnerships

- Clean Commute
- Carpool. Track. Win!

Graph showing data from May-11 to Oct-11.
Power of Partnerships

Graph showing the increase in "Clean Commute" and "Carpool. Track. Win!" from May-11 to Oct-11.
In Summary… Keep the Message…

1. Simple first step
2. Graduated rewards
3. Friendly / Consistent
4. Acknowledge Change
Special Acknowledgements

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