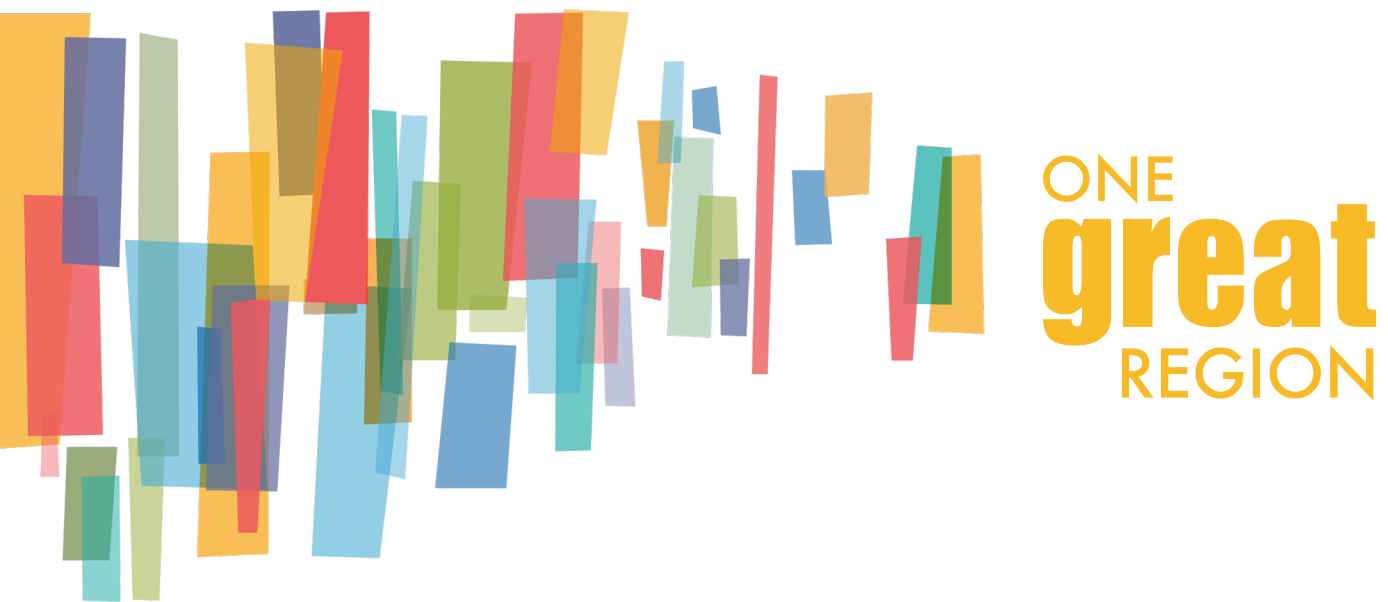# Transportation Demand Management Coordinating Committee

June 20, 2023

Agenda

1. Welcome
2. Meeting Summary and Public Comment Period
3. Upcoming Nominations Process
4. Regional TDM Program Update
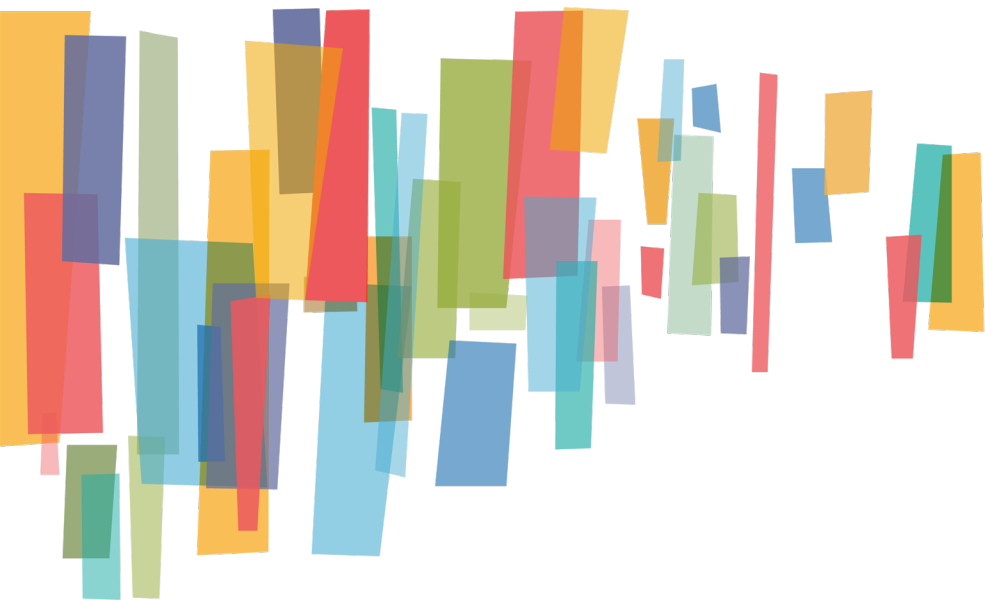5. TDM Plan Update
6. Incentives Study
7. Announcements
8. Adjourn

Welcome

Acceptance of February 21st TDMCC Meeting Summary

&

Public Comment Period

Upcoming Nominations Process

Jill Goldberg

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ARC

Review of Previous Call for Membership

1. Self nominations only – few exceptions
2. A few simple questions regarding experience & knowledge
3. Large list of categories – tried to include someone from each
4. Official meetings held bi-monthly
5. Extended membership – TDM Plan

Upcoming Call for Membership

1. Self nominations – still good
2. Nominate other professionals with TDM experience and/or any other individuals that may bring a unique perspective and voice to the Committee
3. More detailed questions regarding experience & knowledge
4. Large list of categories of organizations, but not necessary to have every category represented
5. Official meetings held quarterly
6. Two year and three year memberships

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Call for Membership Process

1. Notify ARC of any candidates that you think would be an asset to the Committee – ARC will review and contact them individually to invite them to complete a nomination form

2. Self-nomination survey link sent out to current members week after July 4th via email

3. No official TDMCC meeting in August

4. Next meeting will be October 17, 2023 at 9:30 a.m. in Harry West Conference Center
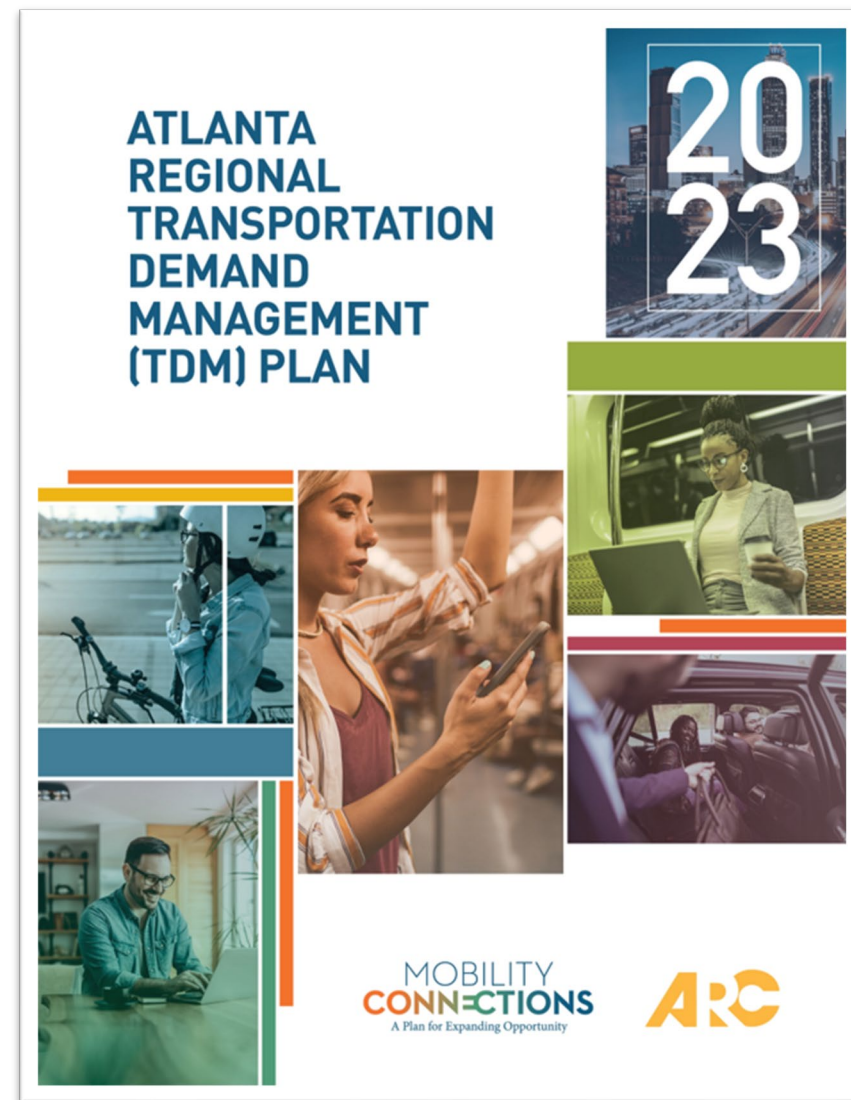
5. Introduction of new members

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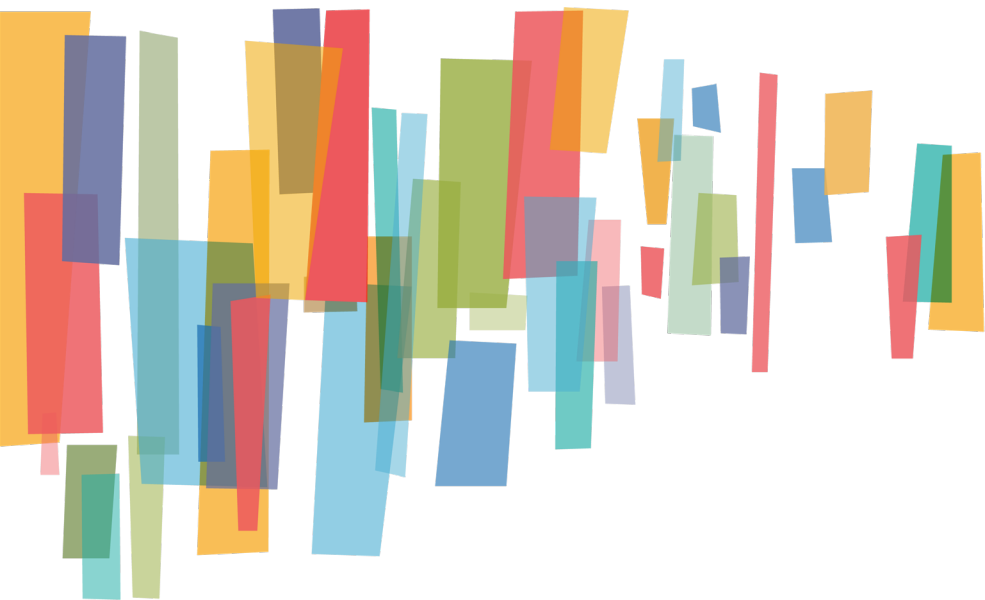
Regional TDM Program Update

Rosalind 'Roz' Tucker

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ARC
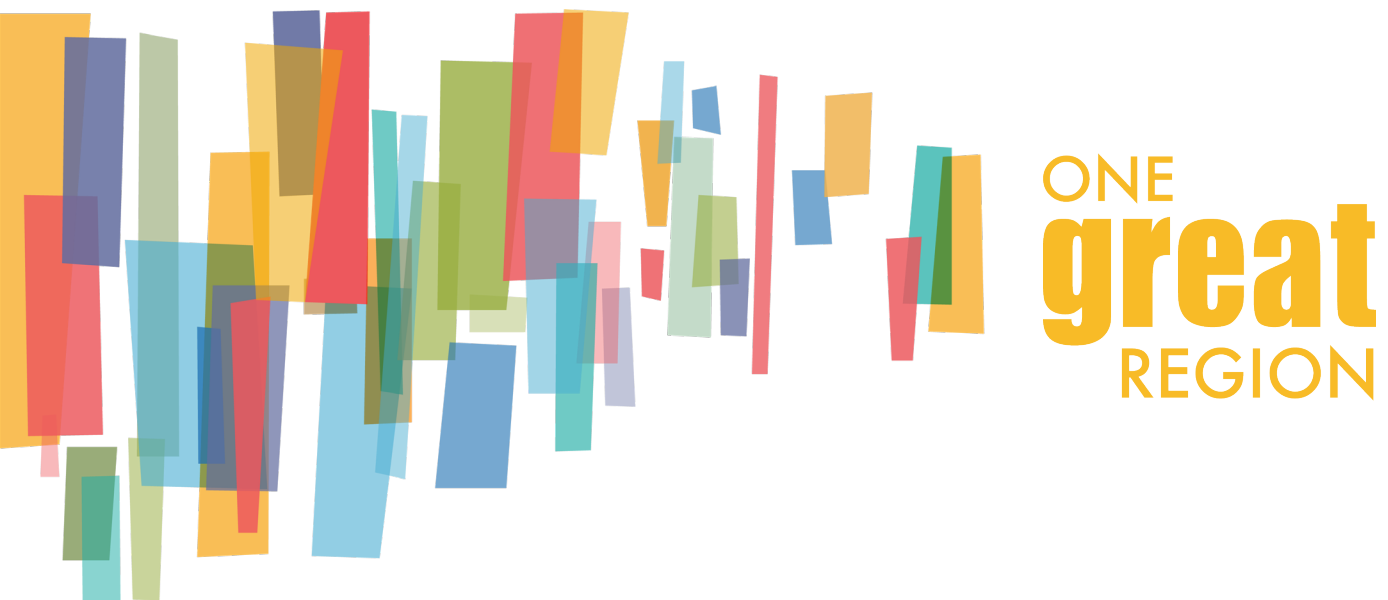
The Regional TDM Plan Update

Sabrina Green, Mobility Services

Key Plan Elements

- Timeline: July 2021 – March 2023

- Engaged a professional team:
  ARC and consultant team

- Conducted needs assessment

- Equity analysis

- Listened to community
  - Surveys (4360 responses)
  - Focus groups

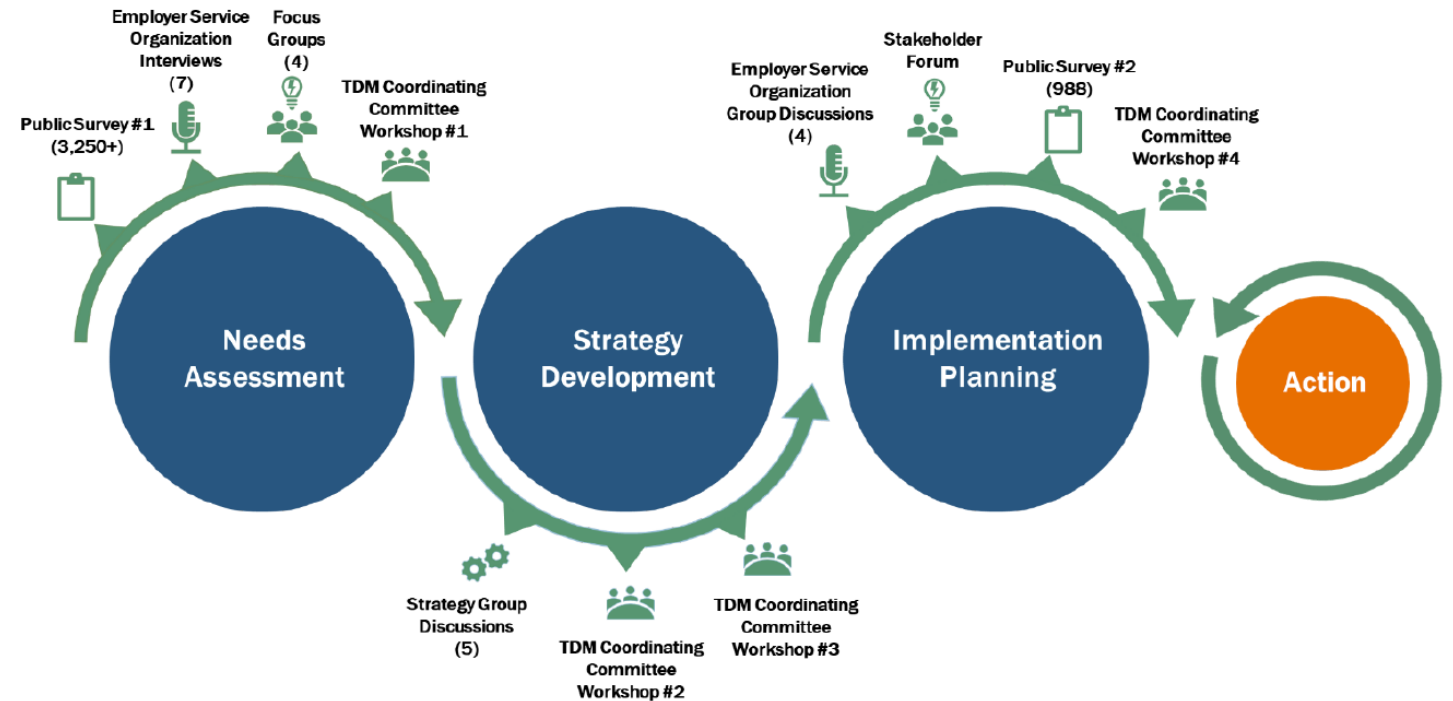- Engaged with our partners
  to collaboratively develop the plan

Figure 1. Stakeholder Engagement in Plan Development Process

2023 ATLANTA REGIONAL TRANSPORTATION DEMAND MANAGEMENT (TDM) PLAN
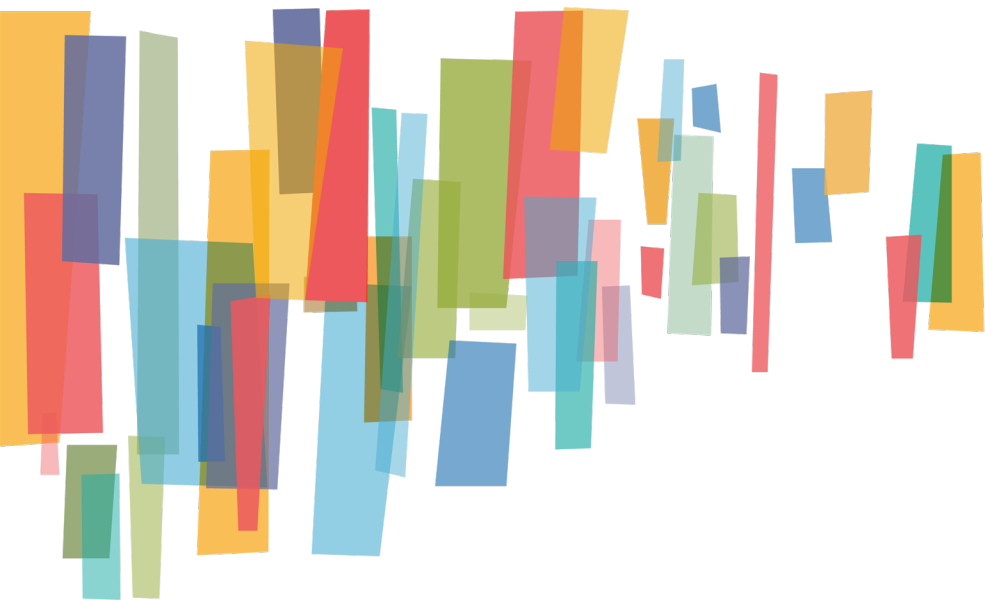
What We Learned: Key Mobility Barriers

KEY MOBILITY BARRIERS

- Not owning a car (zero-car households)

- Transportation expenses (cost burdened households)

- No access to transit at work or home or off-peak

- No first/last mile option

- Information is inaccessible due to language barriers and/or lack of of technology access

EQUITY ANALYSIS

- Transit is centrally located while low- and mid-earning jobs are dispersed throughout the periphery.

- TDM programs focused on employment centers often miss traditionally underserved residential areas

- Off-peak commuting is more common in traditionally underserved areas.

2023 ATLANTA REGIONAL TRANSPORTATION DEMAND MANAGEMENT (TDM) PLAN

The 2023 TDM Plan Actions

10 Key Actions

Actions to Improve Commute-Focused Programs

1. Maintain and optimize our existing direct services:

   ▸ Educate, encourage, and incentivize commuters

   ▸ Partner with employers, property managers, and schools

   ▸ Strengthen tools to help people share rides and fill first/last mile gaps

2. Expand our services directly to residential areas

   ▸ Reach underserved geographies

   ▸ Connect job seekers to economic opportunities

Actions to Improve Commute-Focused Programs

3. Deploy more non-digital and multilingual marketing

   ▸ Reach underserved populations

   ▸ Get services to the people that need it most

4. Significantly expand commute options that fill transit gaps

   ▸ Focus carpool and vanpool services to counties without transit

   ▸ Create better off-peak services when transit isn't operating

2023 ATLANTA REGIONAL
TRANSPORTATION DEMAND MANAGEMENT (TDM) PLAN

Actions to Improve Commute-Focused Programs

5. Enhance services to dispersed essential workers

   ▸ Ensure equitable access to job opportunities (even without a car)

   ▸ Reduce costs for increasingly long commutes

   ▸ Support business recruitment and retention efforts

6. Integrate TDM into municipal land use and housing policies

   ▸ Reverse longstanding trends of people living farther from work

   ▸ Concentrate low- and mid-level housing near transit
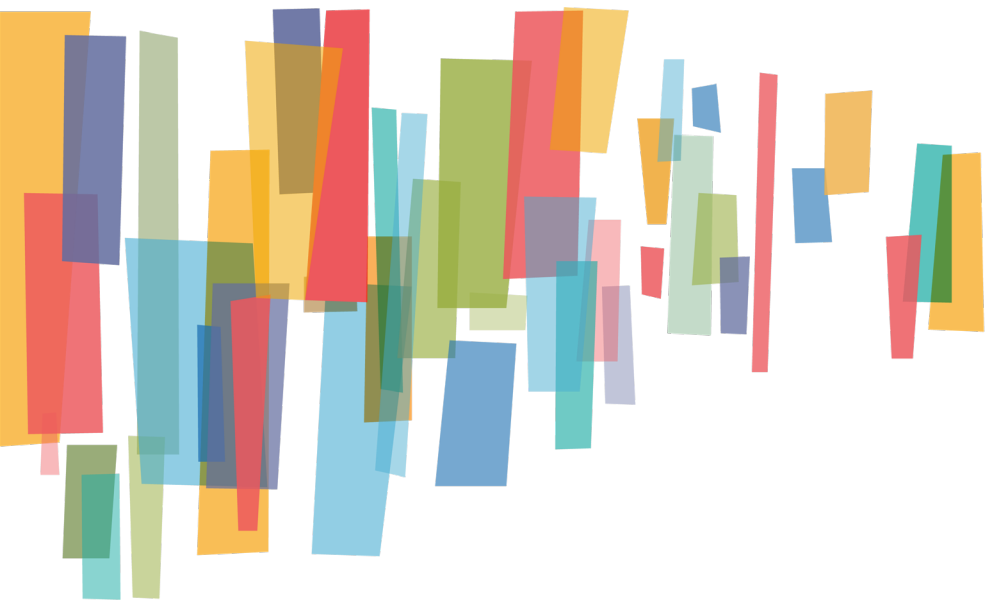
Actions to Improve Commute-Focused Programs

7. Maintain and optimize our existing capacity building work
    ▸ Research
    ▸ Partnerships
    ▸ Evaluation

8. Secure commitments for new funding sources beyond CMAQ
   ▸ If successful, we can also expand services beyond the commute!

2023 ATLANTA REGIONAL
TRANSPORTATION DEMAND MANAGEMENT (TDM) PLAN

Actions to Implement Non-Commute Programs

9. Develop TDM services to support equitable access to:
   ▸ Health services
   ▸ Shopping
   ▸ Social and community activities

10. Use our TDM experience to augment services for aging populations that support lifelong mobility

2023 ATLANTA REGIONAL TRANSPORTATION DEMAND MANAGEMENT (TDM) PLAN

You Are Key in Ensuring the 2023 TDM Plan Is Successful!
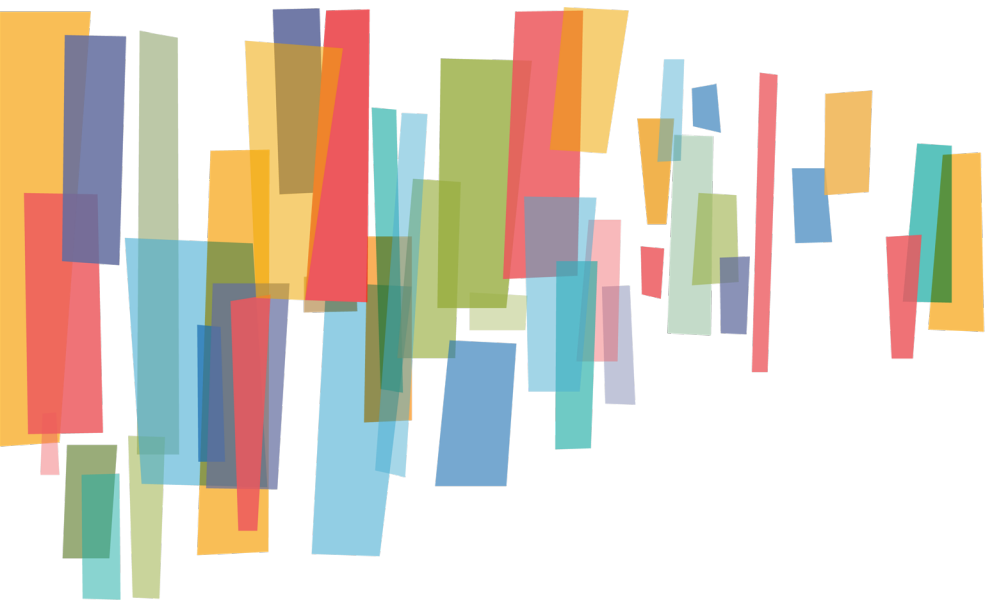
Incentives Study

Bennett Foster

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Smashing the Reset Button on Incentives

Transportation Demand Management Coordinating Committee

June 20, 2023

Incentives Program

Elevator Pitch for <u>Employers</u>

Incentives and rewards to your employees using sustainable commute practices

Augment the benefits the employers are already providing

Free access to Total Rewards program, increasing retention and recruitment

Position your company as an **employer of choice**

GEORGIA**COMMUTE**OPTIONS

EARN UP TO $150

ONE **great** REGION

ARC

Incentives Program

Elevator Pitch for <u>Commuters</u>

You could **get paid** for switching to a sustainable commute

You could **earn cash rewards and prizes** for your sustainable commute

Get in a carpool, **earn gas cards**!

GEORGIA**COMMUTE**OPTIONS

EARN UP TO $150

ARC

peek under the hood

GIMME $5

$25 PRIZES

GIMME $5

$5 A DAY

When you switch to a clean commute mode like rideshare, transit, biking, or walking you can earn $5 a day, up to $150. *(separate application required)*

Purpose

Incentivize initial behavior change and create a healthy travel habit

- Must currently drive alone at least 3x/week
- Apply within 1-week of switching their commute mode
- Must track all 30 trips within 90-day time period
- All-or-nothing offer. Will not receive a portion of $150 if they track <30 trips
- Required to include supervisor contact info on enrollment form
- Any clean mode other than telework

READ THE FINE PRINT

GEORGIA**COMMUTE**OPTIONS

GIMME $5

Feedback

TMA/Community Partners

- Most intriguing program for most commuters
- Baseline for drive-alone commute mode has changed post-pandemic
- Communicating a real dollar amount provides clarity to program
- Commuter frustration from eligibility requirements
- Appeals to low-earning employees – *not supported by data*

clean commutes for rewards

$25 PRIZES

$25 PRIZES

By logging your clean commute trips at gacommuteoptions.com, you are entered to win $25 gift cards each month!

Purpose

Maintain desired behavior

Continuous engagement in GCO program

Increased accuracy of ridematching database

Source of mode count data for region

- Earn points for each clean commute trip tracked via website or app

- Required to track at least once per month. Setup auto-logging profile

- Redeem points for a 1 in 10 chance to win $25. Must "cash-in" points every month

READ THE FINE PRINT

$25 PRIZES

Participation

Most engaged-with incentive program

Current participants find program easy to use

Others thought they were automatically enrolled in the program and do not redeem points

61% of users specifically track to earn points towards rewards

44% of users redeem points for $25 prizes

50% of redeemers won a prize in 2022

$25 PRIZES

Feedback

TMA/Community Partners

- Communication challenges with explaining points redemption towards a raffle entry

- Prize redemption is too complicated. Not easily explained

15,000
tons of emissions through smarter commute choices!

$40-$60 GAS CARDS

If you're carpooling, you deserve a reward! Carpools of at least three people can earn a $40 gas card each month. Carpools with four or more people can earn a monthly $60 gas card.
(separate application required)

Purpose

Promote carpool formations

Incentivize sustained carpooling behavior

Track carpool commutes

- Requires carpool to register with participants
- Earn up to 12 gift cards (1x/month) in a three-year period
- Carpools with 3 people earn $40 gift card (for the entire carpool)
 - 4+ people earn $60 gift card
- Must carpool 15 days per month

READ THE FINE PRINT

Participation

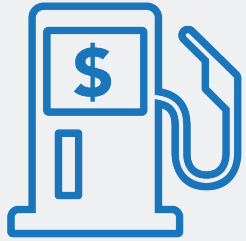**Least engaged-with incentive program**

36% of current/former participants agreed that they drive less because of the incentive

Over 45% of non-participants do not find the incentive motivation enough to start or join a carpool

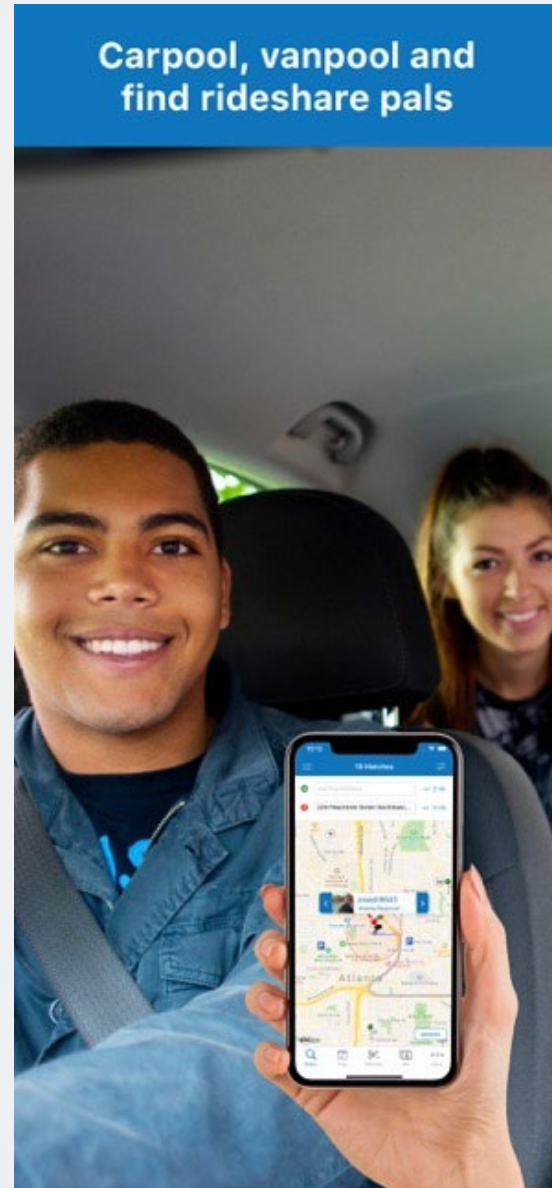Groundtruthed by community partners

2020 Carpool Activity

- 2,356 — All System Carpool Loggers
- 58 — Gas Card Rewards
- 19 — Gas Card Carpools
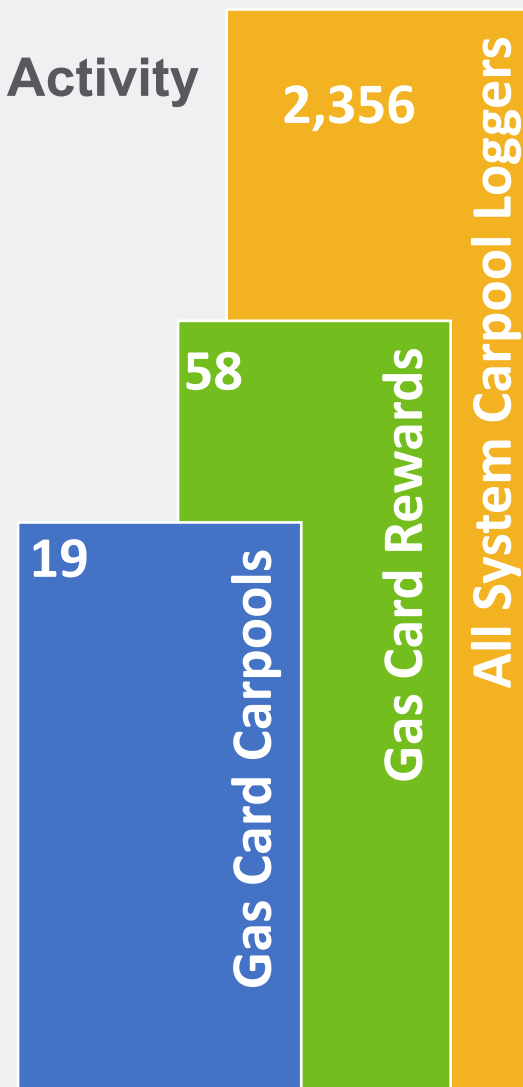
Feedback

TMA/Community Partners

Threshold of stable 3+ carpoolers is unattainable in hybrid workforce

Do carpools last for up to a year?

Carpool, vanpool and find rideshare pals

Who's participating?

Program Participation

45% Redeemed Reward

55% Only Log Trips

41% Inactive
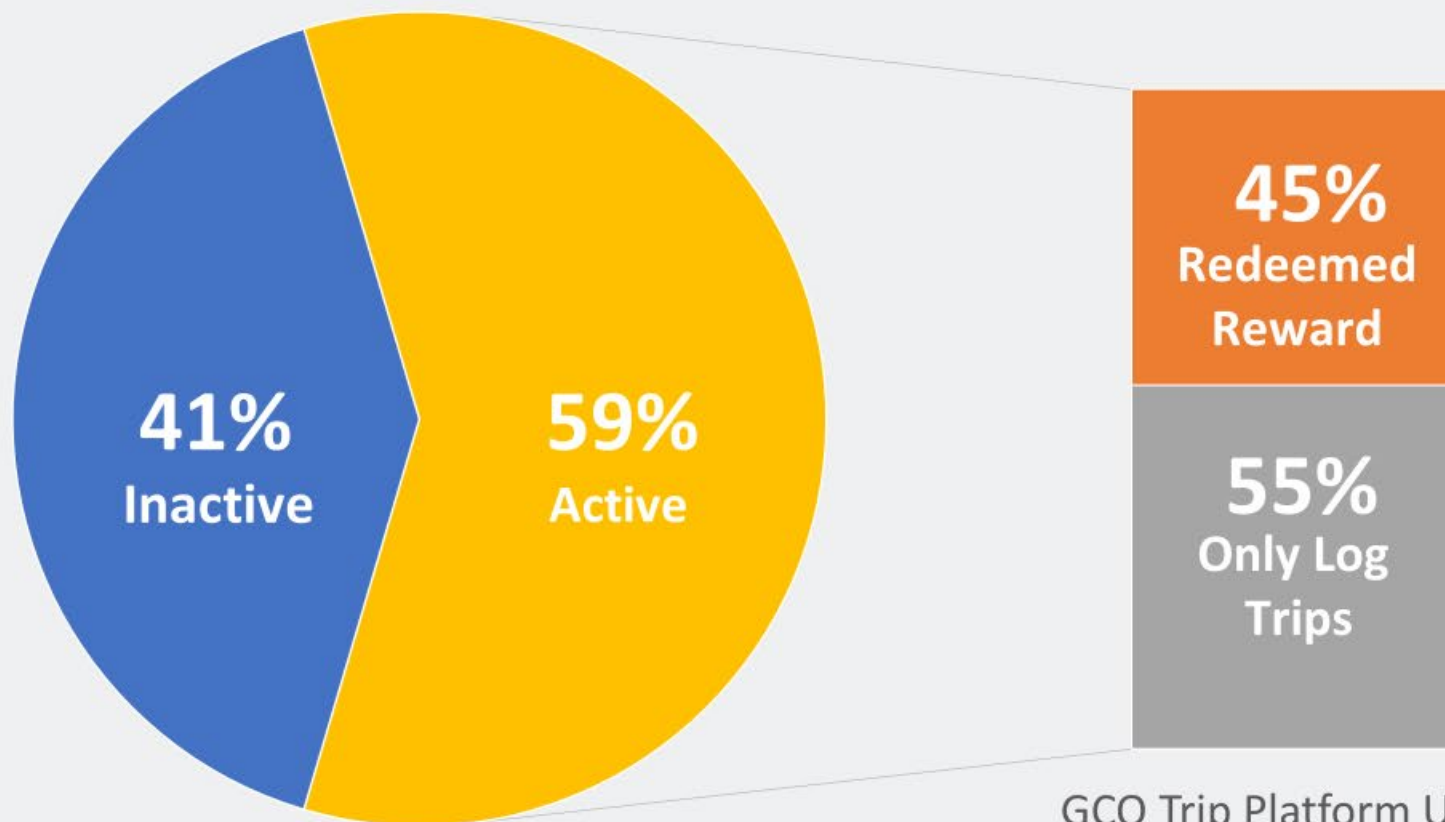
59% Active

GCO Trip Platform User Types (n=8,471)
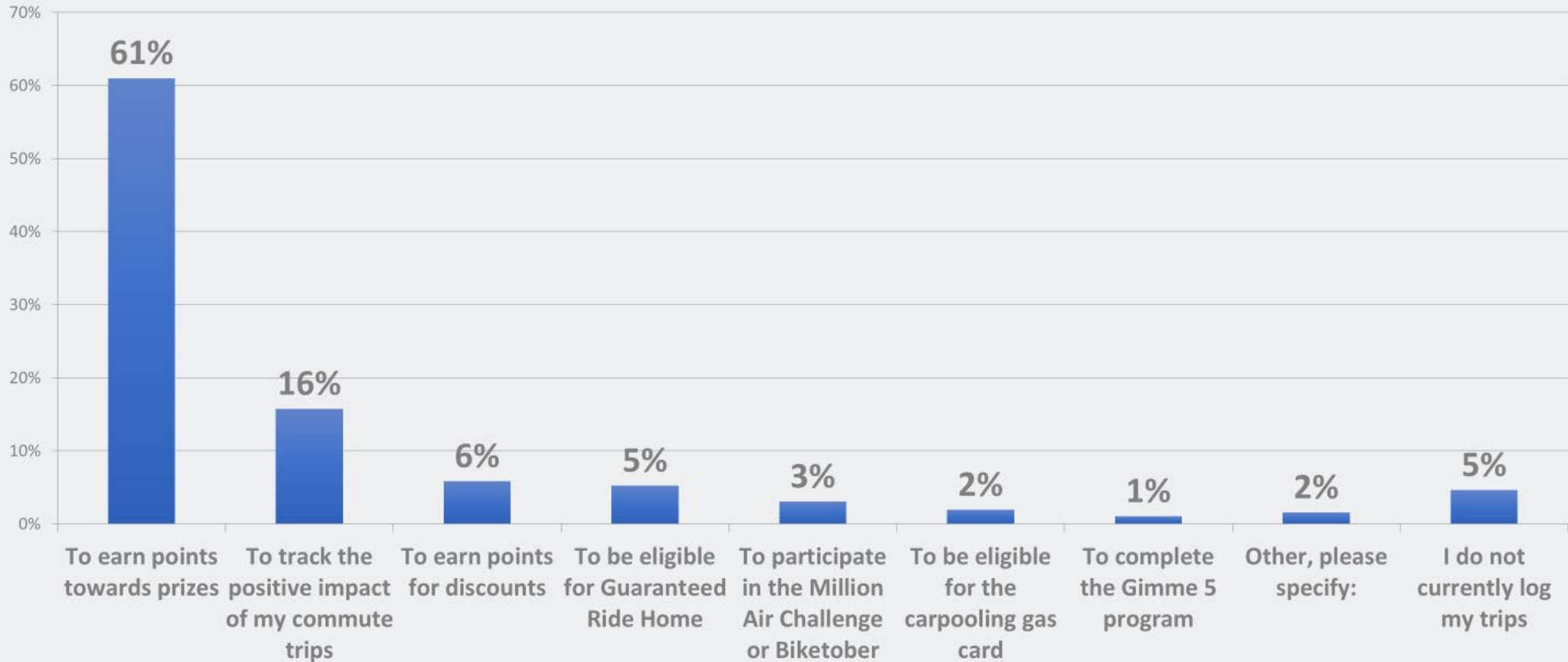
Inactive users: Why did they stop tracking?

A bar chart showing reasons inactive users stopped tracking:
- Forgot about the program: 35%
- Work from home + don't think about commuting: 25%
- Program rules are confusing: 14%
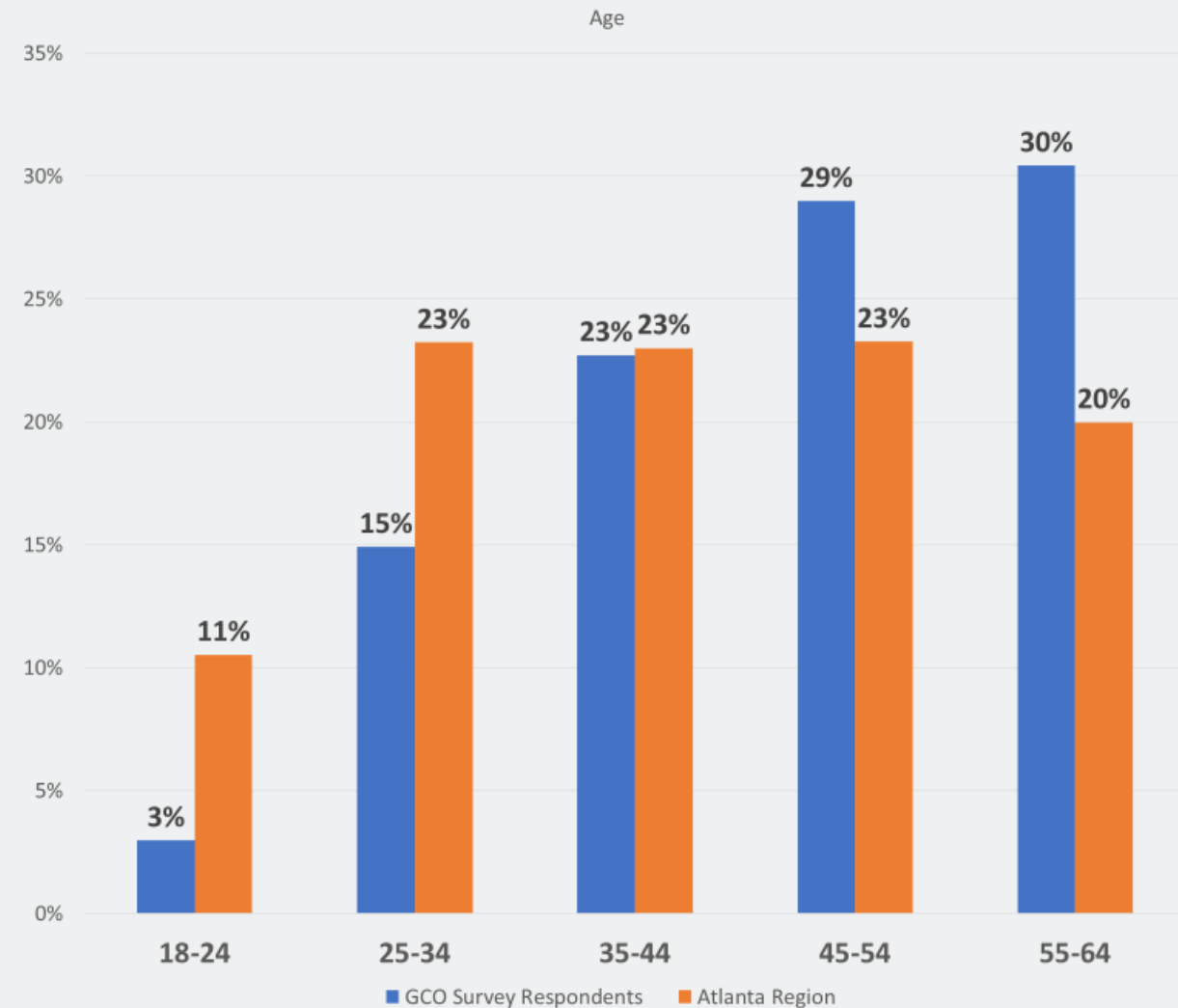
GEORGIA**COMMUTE**OPTIONS
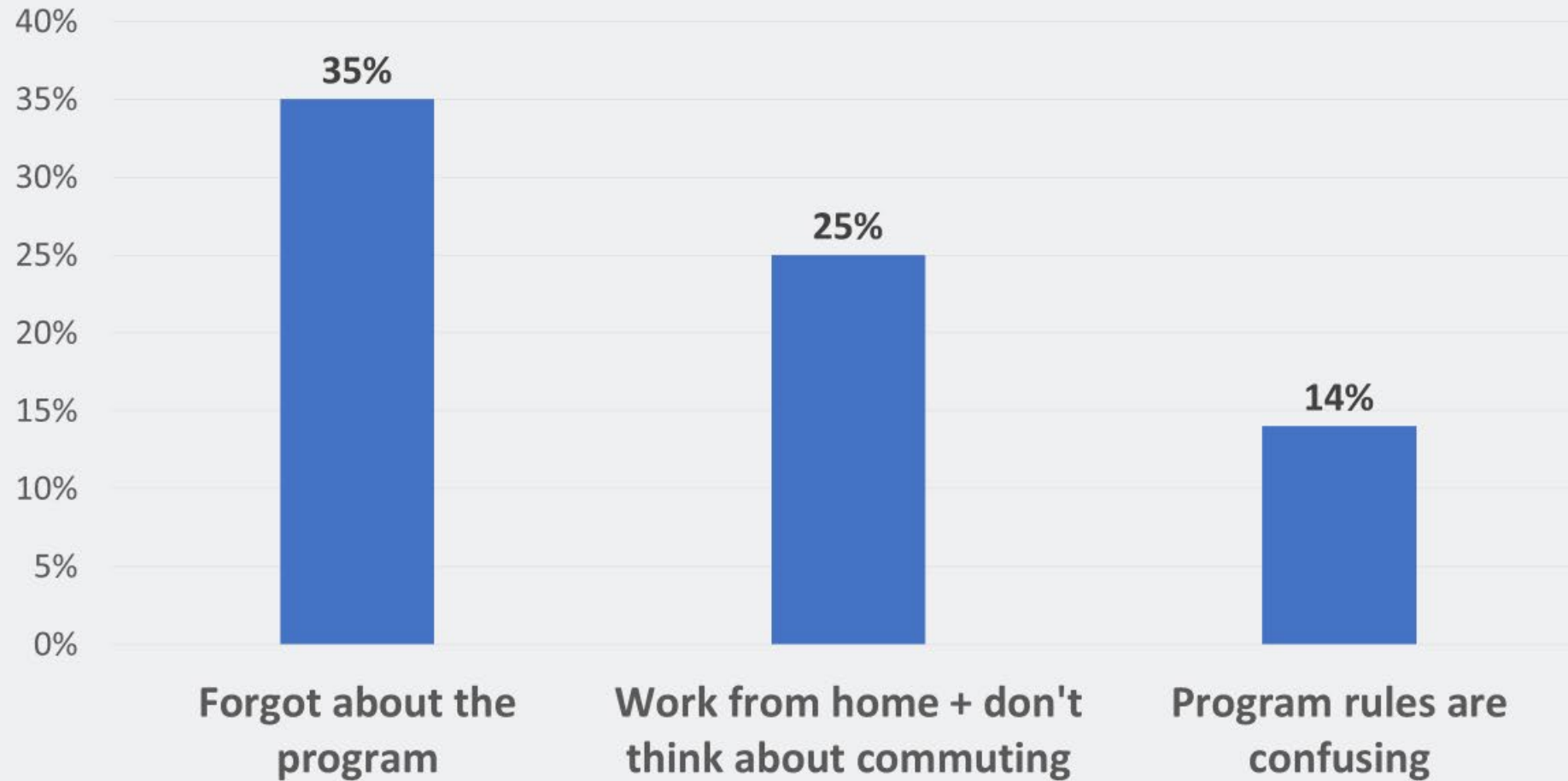
Participants are wealthier, older, slightly less diverse than metro Atlanta's population

The under-35 age group is underrepresented in the incentives database

This age group was also less familiar with incentive program specifics

Low app utilization (29% of total users)

Age

Age	GCO Survey Respondents	Atlanta Region
18-24	3%	11%
25-34	15%	23%
35-44	23%	23%
45-54	29%	23%
55-64	30%	20%

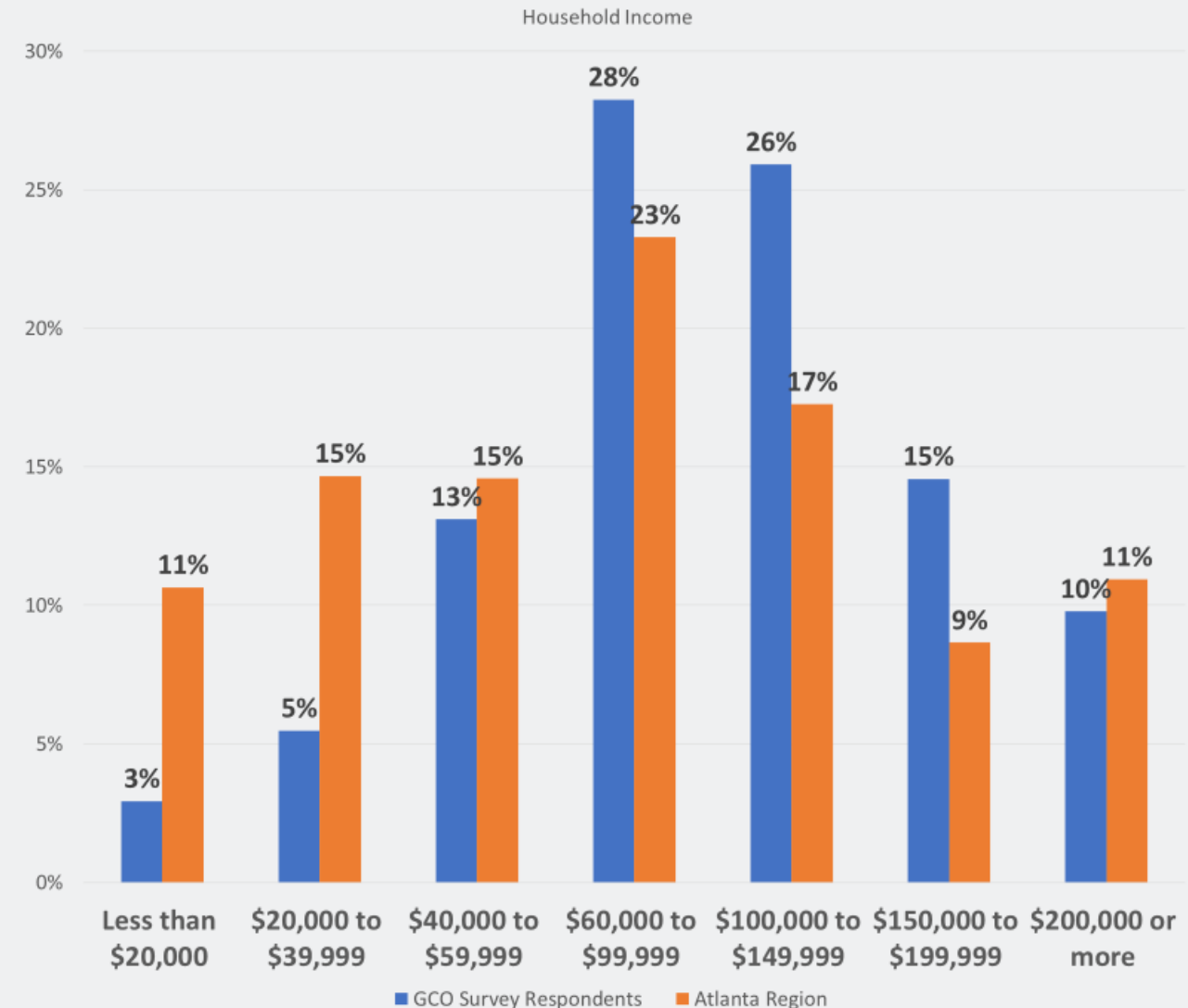■ GCO Survey Respondents   ■ Atlanta Region

Participants are wealthier, older, slightly less diverse than metro Atlanta's population

Earners under $60,000 are under-represented in the ridematching database

Likely reflect GCO's historical program focus on large office-based employers for increased ROI on mode shift

Recent efforts on tailored programs to industrial sites and college students

Shout out to our other GCO sessions at ACT!

Household Income

Income Range	GCO Survey Respondents	Atlanta Region
Less than $20,000	3%	11%
$20,000 to $39,999	5%	15%
$40,000 to $59,999	13%	15%
$60,000 to $99,999	28%	23%
$100,000 to $149,999	26%	17%
$150,000 to $199,999	15%	9%
$200,000 or more	10%	11%

what commuters want

GEORGIA**COMMUTE**OPTIONS

and what they don't want

Participants favor designs where they have more control

How effective would the following types of rewards be to get you to take fewer drive-alone trips and log them?

Legend: ■ Extremely effective ■ Very effective ■ Moderately effective ■ Slightly effective ■ Not effective at all

Build up points like airmiles for trips. Redeem for a gift card when a certain number of points are reached: 51% | 26% | 14% | 6% | 4%

Set personal goals for number of commute trips. Be rewarded with gift card when reaching goal: 33% | 28% | 23% | 10% | 7%

Receive a free transit or vanpool pass for short time period to try out a new commute: 21% | 21% | 25% | 16% | 18%

Receive an account with a certain dollar amount. Fund are deducted if you miss a commute trip. You receive whatever is leftover in account: 19% | 20% | 22% | 16% | 22%

GEORGIA**COMMUTE**OPTIONS

Non-financial rewards ranked last

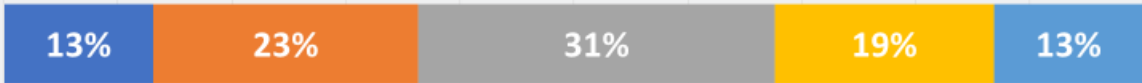**How effective would the following types of rewards be to get you to take fewer drive-alone trips and log them?**

Non-financial incentives (e.g., earning badges, reaching new levels, competing with others)	6% / 6%	17%	24%	48%
Challenges where you contribute to your community's success by reaching sustainability goals and compete with other entities	10%	19% / 28%	21%	21%
Option to apply a portion or all of your reward to charitable cause	13%	23% / 31%	19%	13%
Higher value prizes with fewer chances to win	18%	15% / 26%	19%	22%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ Extremely effective ■ Very effective ■ Moderately effective ■ Slightly effective ■ Not effective

Cost is just one factor in commute choice

Users value their time more than the cost when it comes to travel options

Programs where commuters are given control are most compelling when considering trade-offs for their time

What factors do you consider when choosing your trip type?

Factor	Percentage
Convenience	31%
Time	25%
Cost	13%

GEORGIA**COMMUTE**OPTIONS
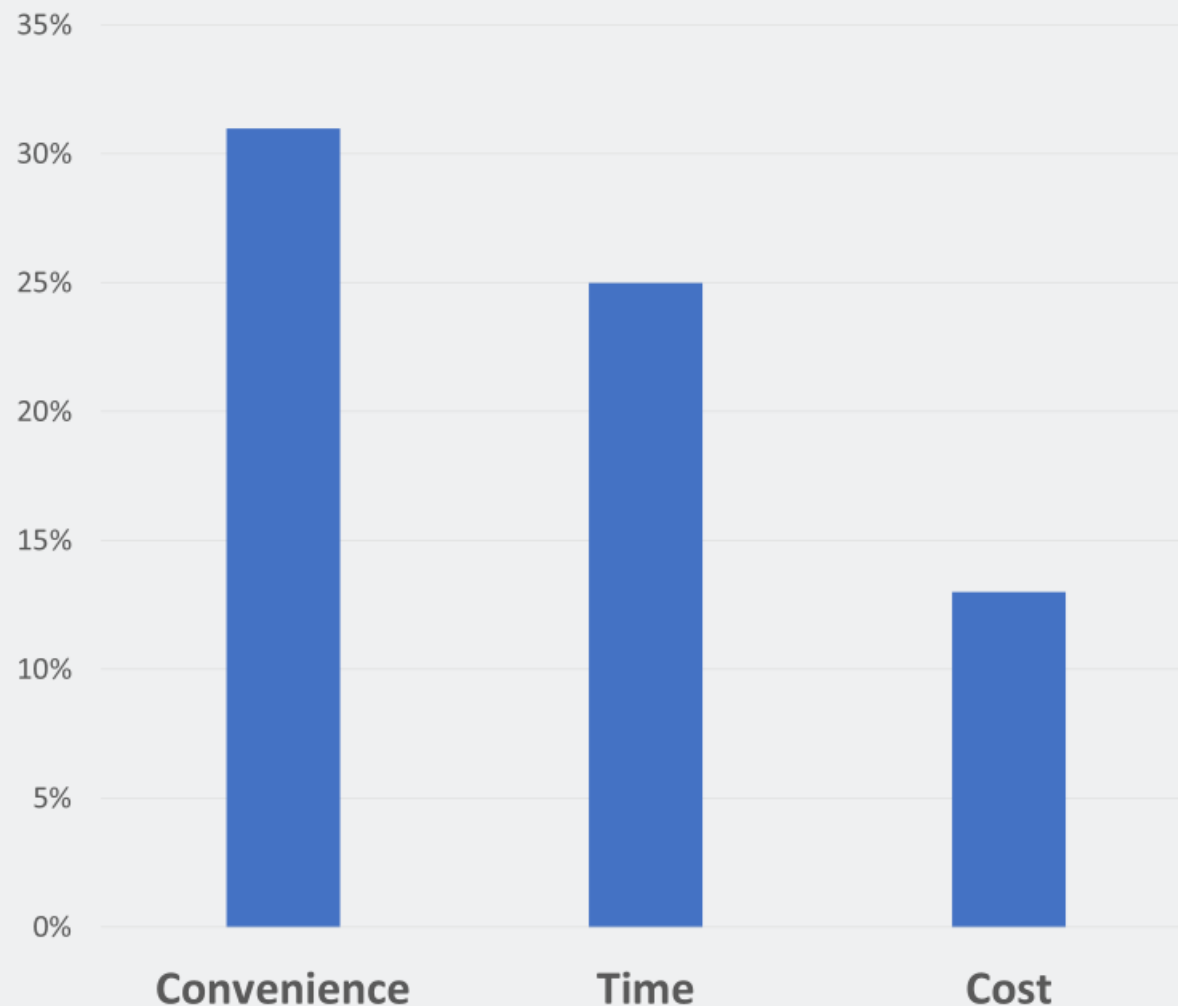
TMA + Community Partner Feedback: Future Program

Use incentives to support **mitigation of road construction**

Use incentives for **developments** (new office building)

Offer **neighborhood programs** + incentives

Focus on areas **close to transportation options**/with transit access

Use incentives to coincide with **personal lifestyle changes** (new house or new job)

Limit incentives to a **small number of employers per TMA** with intensive engagement and policy analysis
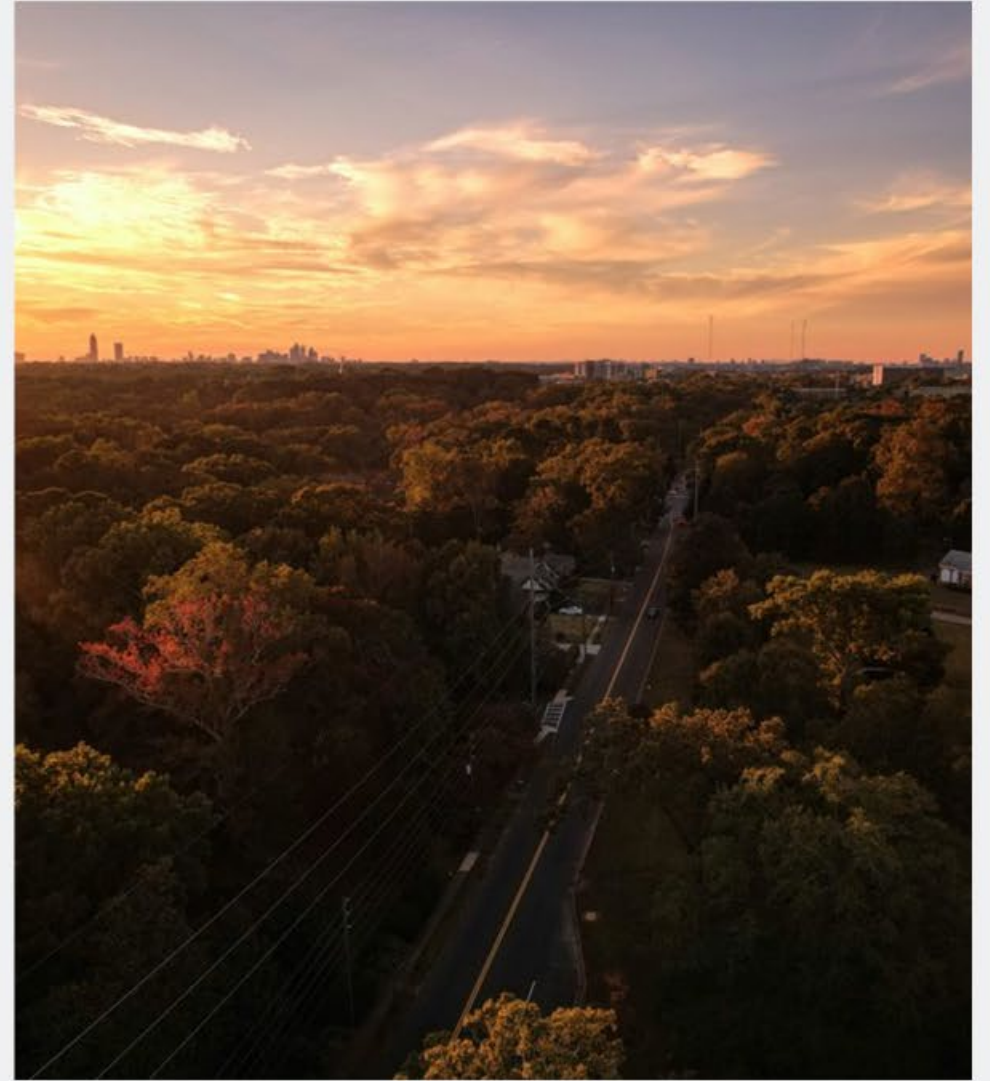
the research

Financial incentives effectively achieve desired behavior

Meta-analysis of 17 health-related trials indicated that the presence of financial incentives had more impact on behavior change than control groups with little or no interventions

Study motivating people to increase their gym time during an 8-week period with $100/week indicated that targeted financial incentives were effective in motivating behavior change and may prompt long-term behavior change

Weight loss study focused on men found that weekly financial incentives resulted in 2x as much weight loss as control group

Average Weight Loss

	12-week weight loss	24-week weight loss
Gutbusters Control	3.7	3.4
Gutbusters + Incentive	9.9	8.4

■ Gutbusters Control   ■ Gutbusters + Incentive

Incentive program design impacts engagement

- **Escalating reward amounts over time can provide greater motivation over static reward amounts**
  - People respond to increasing payoffs versus decreasing or constant payoffs
  - Could be coupled with possibility of losing rewards when goals are not achieved
  - Someone who loses $10 will lose more satisfaction than someone who gains $10 would gain satisfaction

image: https://impactually.se/your-essential-behavioral-economics-reading-list

Incentive program design impacts engagement

- Escalating reward amounts over time can provide greater motivation over static reward amounts

- **Importance of timing in the design of incentive program and execution of the incentive program to when people are more open to changing their behavior**
  - **Capitalize on the beginning of the month or week for a "fresh start" mindset**

image: https://impactually.se/your-essential-behavioral-economics-reading-list

Incentive program design impacts engagement

- Escalating reward amounts over time can provide greater motivation over static reward amounts

- Importance of timing in the design of incentive program and execution of the incentive program to when people are more open to changing their behavior

- **People place too much emphasis on small probabilities for larger rewards over larger probabilities for smaller rewards**
  - **However, smaller incentives are likely more effective in low-income groups**

image: https://impactually.se/your-essential-behavioral-economics-reading-list

Incentive program design impacts engagement

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- **Immediate financial incentives are valued more than future financial incentives**

image: https://impactually.se/your-essential-behavioral-economics-reading-list

Incentive program design impacts engagement

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- Immediate financial incentives are valued more than future financial incentives

- **Incentivizing someone for something they might already do can disrupt intrinsic motivation**

image: https://impactually.se/your-essential-behavioral-economics-reading-list

GEORGIA**COMMUTE**OPTIONS

Non-financial incentives

- **Use of badges are effective for increasing engagement**
  - For longer engagement: create smaller badges that are more spaced out to preserve incentive effects
  - Quality of the action will increase if badges are not earned immediately
  - Consider the non-monetary *value* of a badge when designing your program

Non-financial incentives

- Use of badges are effective for increasing engagement

- **Tailored feedback using data can be impactful for behavior change**
  - Social norming: providing comparisons of user's behavior with others is more impactful than a "sermon" approach
  - Goal-setting: Users set goals or pre-commit to a behavior. Tailor feedback and prompts based on user's individual goal and progress
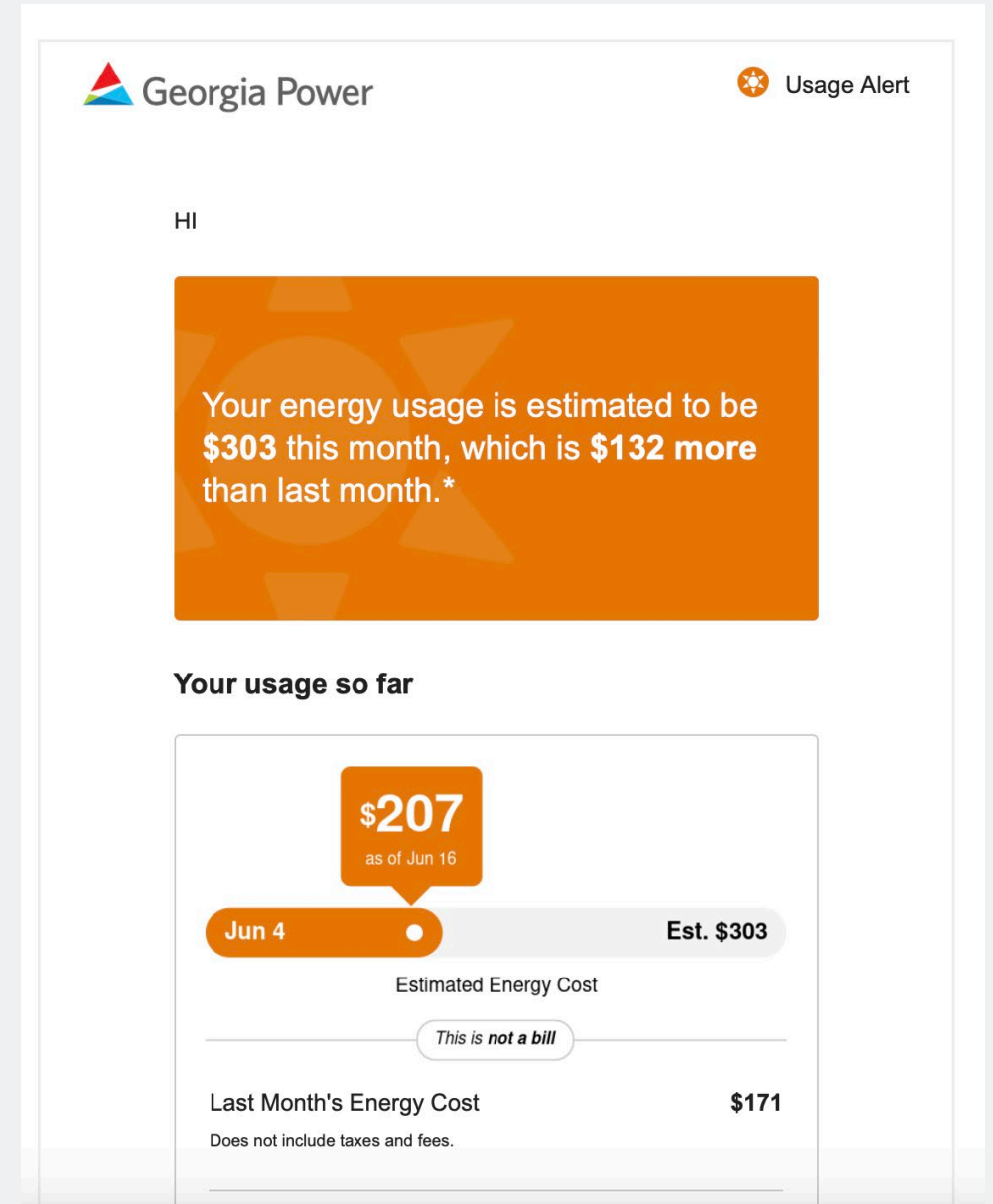
Incentives can only do so much…

- **Consider longer-term price changes**
  - **Changes to the price of a product (i.e., transit pass) will impact long-term behavior**

Incentives can only do so much…

- Consider longer-term price changes
  - Changes to the price of a product (i.e., transit pass) will impact long-term behavior

- **Environmental factors impact behavior change**
  - **Built environment + infrastructure**
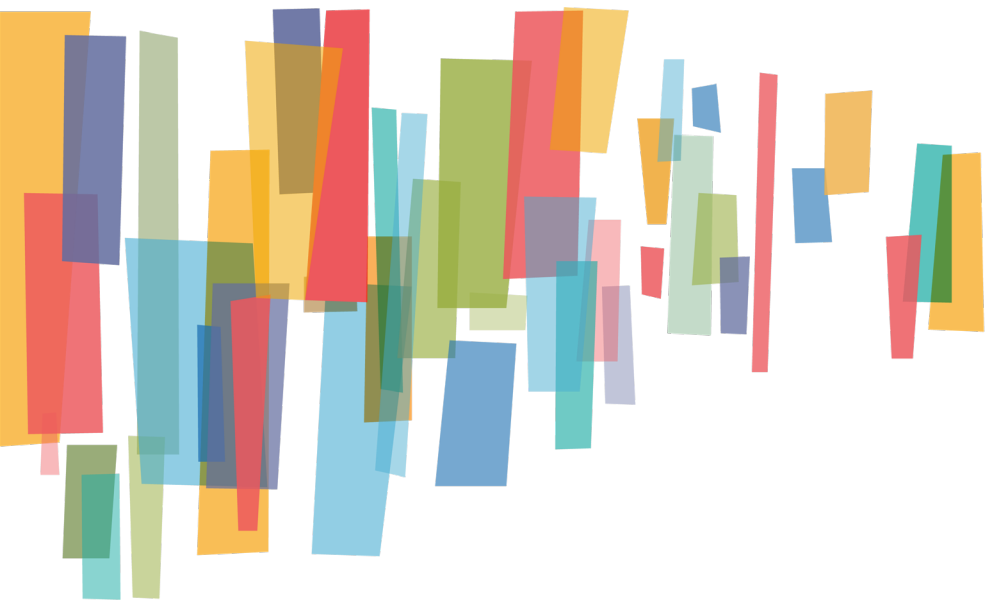 - **Societal interactions + Social norms**

where do we go from here?

GEORGIA**COMMUTE**OPTIONS

Next Steps

- Identify the roles of incentives in achieving desired behavior

- Design incentive programs using proven behavior change interventions

- Tailor incentives and messaging to target audiences

- Reduce barriers to participation

- Develop pilot programs to test ideas above

Announcements & Adjourn

Rosalind 'Roz' Tucker