

## *Cash for Commuters*

**Regional financial incentive designed to get SOV commuters to try an alternative mode for 3 months.**

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Atlanta, Georgia



**Cash for Commuters**

## Current Environment – Metro Atlanta



- Metro Atlanta traffic ranked fifth worst in nation (TTI 2004 Urban Mobility Report)
- Commuters drive 124 million miles per day
- 60 hours per year wasted in traffic
- \$1.7 billion per year in lost time and wasted fuel – nearly \$1065 per person
- **82% of vehicles have a single occupant**



### Current Environment - Metro Atlanta

## *Cash for Commuters - Program Overview*

- Focus on change in behavior: SOV Commuters switch to an alternative mode.
- Incentive is \$3/day for 90 days - \$180 maximum.
- Supervisor sign-off required.



## **Cash for Commuters - Program Overview**

## *Cash for Commuters - Program Overview*

- Currently in Phase 3, each phase typically runs 6 months during smog season.
- 2,500 Commuters participate each phase.
- Commuters can participate only once.
- Average incentive paid is \$140.



## **Cash for Commuters - Program Overview**

## *Cash for Commuters* Eligibility Requirements

- Must be SOV commuter.
- Must work/live within 13-county non-attainment area (likely expanding to 20 counties next phase).
- Must use an alternative mode at least 13 times during 3-month period to earn incentive.
- Must have supervisor sign off.



### **Eligibility Requirements**

## Cash for Commuters – Participation Profile

Participation by commute mode:

• Carpool	63%
• Transit Rail	20%
• Transit Bus	6%
• Telework	6%
• Bike	4%
• Walk	1%



### Participation Profile

## Marketing *Cash for Commuters*

How commuters report they heard about CFC:

- Radio 26%
- Newspaper 3%
- Employer Outreach:
  - Printed Materials 46%
  - Events 13%
- Web 10%



### Marketing Cash for Commuters - How Heard

## Marketing *Cash for Commuters*

- **Primary Audience: Adults 18-34 years old**
  - **58.5% heard the Cash for Commuters radio spots an average of 25.5 times**
  - **# of spots: 1,354**
  - **Net dollars spent: \$271,511**
  - **Gross Rating Points (measure of advertising weight): 1,473.2**



### **Marketing Cash for Commuters - Primary Audience**

## Marketing *Cash for Commuters*

- **Secondary Audience: Adults 25-44 years old**
  - **59.5% heard the Cash for Commuters radio spots an average of 22.9 times**
  - **# of spots: 1,806**
  - **Net dollars spent: \$286,284**
  - **Gross Rating Points (measure of advertising weight): 1,354.1**



### **Marketing Cash for Commuters - Secondary Audience**

## Implementing *Cash for Commuters*

- Applications distributed by outreach, and made available on CAC web site.
- Applications accepted by mail or fax.
- Calls are placed to request missing information, and random calls are made to verify information.
- Review process includes 3-member program team – all must approve applicant before qualifying.
- Once qualified, all info entered into CFC database.
- Logs are mailed to qualified participants.



### Implementing Cash for Commuters

## Implementing *Cash for Commuters*

- Completed logs must be signed by participant and supervisor, and mailed back in.
- Logs are reviewed by program team.
- Checks are mailed only to work address.



### **Implementing Cash for Commuters**

## Results

During the program:

- Participants used an alternative mode 80% of the time.
- Total Vehicle Miles Reduced (VMR) exceeded 10 million miles.

*After they leave the program . . .*



## Results



*Evaluation of Cash for Commuters Program*

Jennifer Gregory, CTE

**Evaluation of Cash for Commuters**



## Atlanta Evaluation Program

- Part of formal program led by GDOT to evaluate effectiveness of TDM programs and provide strategic direction; CTE awarded contract in 2000
- The Clean Air Campaign, 8 TMAs, 1-87-RIDEFIND
- Evaluation plan includes several data collection activities
  - Regional surveys of residents and business leaders
  - Program level surveys of specific programs
  - Other performance measures collected by partners
- Evaluation team and advisory panel key, includes CIC Research, CUTR, ESTC, and LDA Consulting and several panel members who volunteer time

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### Atlanta Evaluation Program



# CFC Program Evaluation

## Purpose

- Short- and long- term behavior changes
- Influence of incentives
- Travel and emission reductions
- Potential programs to motivate participants to increase or restart alt mode use

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**CFC Program Evaluation**



# CFC Program Evaluation

## **CFC Surveys Conducted To Date**

- Wave 1, 3-6 months after program completion
- Wave 1, 9-12 months after program completion
- Wave 2, 3-6 months after program completion
  
- CFC Wave 1 enrollment period: Oct 02 - Mar 03
- CFC Wave 2 enrollment period: May 03 - Dec 03

## **Future CFC Surveys**

- Wave 1, 12-15 months after program completion

## **Methodology**

- Telephone survey, random sample of 300

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**CFC Program Evaluation**



# Evaluation Findings

## Continued Use of Alt Modes

Alt Mode Status	Wave 1		Wave 2
	3-6 Months	9-12 Months	3-6 Months
Continue alt modes on a weekly basis	71%	64%	74%
Stopped all alt modes	29%	36%	26%

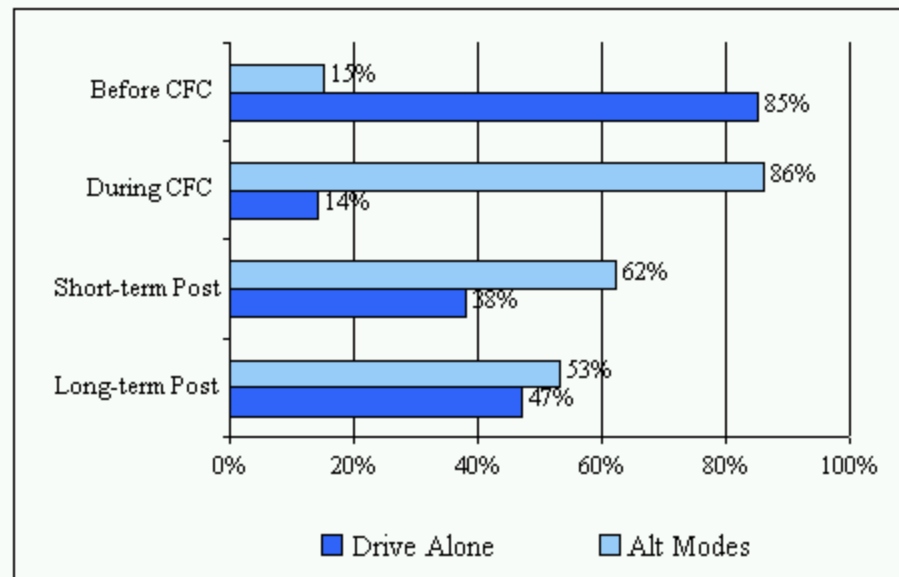
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## Evaluation Findings - Continued Use of Alt Modes



# Evaluation Findings

## Mode Split, % of Weekly Trips - Wave 1



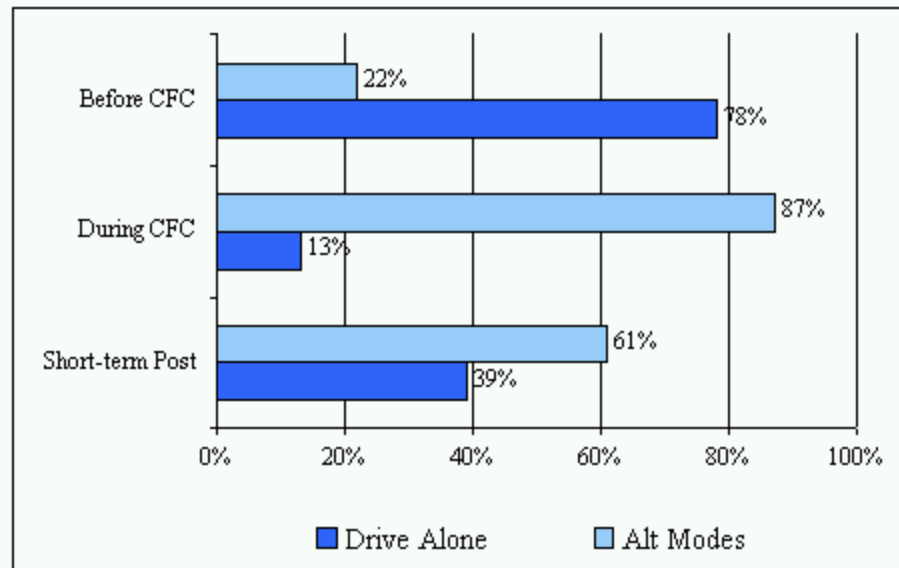
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## Evaluation Findings - Mode Split - Wave 1



# Evaluation Findings

## Mode Split, % of Weekly Trips - Wave 2



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## Evaluation Findings - Mode Split - Wave 2



# Evaluation Findings

## Average Alt Mode Days Per Week

Time Period	Wave 1	Wave 2
	Avg Alt Mode Days Per Week	Avg Alt Mode Days Per Week
Before Program	.75 days	1.12 days
During Program	4.30 days	4.39 days
3-6 months After	3.12 days	3.08 days
9-12 months After	2.46 days	NA

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## Evaluation Findings - Avg Alt Mode Days Per Week



## Evaluation Findings

### Possible Programs to Motivate Use

Incentives	A lot more likely	Somewhat more likely	Not more likely
10% discount at area merchants/month	6%   13%	46%   49%	48%   37%
\$15/month gift cert. to redeem for gas/groceries	37%   45%	45%   40%	19%   15%
\$30/month gift cert. to redeem for gas/groceries	57%   63%	27%   27%	16%   9%
\$25 random drawing/month	9%   14%	28%   32%	63%   54%
\$100 random drawing/month	24%   30%	32%   34%	45%   36%

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### Evaluation Findings - Possible Programs to Motivate Use

## Future Changes

*Cash for Commuters* will be more automated:

- Paper-based log system is being replaced by **CommuteTrak** – new web-based system that allows commuters to easily log commutes.
- Includes sophisticated reporting capabilities at the commuter, employer, and regional level.



### Future Changes - Automation

## Future Changes

Follow-on programs for “graduates” of *Cash for Commuters*:

- New programs will reward commuters for continued use of alternative modes, and for increasing their use of alternative modes.
- Incentives will continue to play major role.
- Program implementation and measurement will be significantly enhanced through automation.



**Future Changes - Follow-up with "Graduates"**