





## Do You Get What You Incent?: A Virtual Discussion

Sponsored by:  
 Association for Commuter Transportation  
 National Center for Transit Research at the  
 University of South Florida





## Today's Agenda


- Welcome and Introduction (5 min)
  - Donna Smallwood, MassRIDES/URS Corporation (co-moderator)
  - Peter Valk, TMS (co-moderator)
  - Phil Winters, NCTR at University of South Florida
- Polling Questions (5 min)
- Presentations (30 min)
  - Vanpool Incentive Programs That Work!
    - Cathy Blumenthal, King County Metro
  - Carpooling Makes Sense in New Jersey
    - Andrew Swords, NJDOT
  - Rewarding the Right Behavior
    - Rick Steele, NuRide
- Q&A (30 min)
- Closing remarks


## Today's Panel





Cathy Blumenthal  
King County Metro



Andrew Swords  
NJDOT






Rick Steele  
NuRide



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ACT International Conference  
 September 9-12, 2007  
 in Seattle

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## Coming Attractions

- May 2-4, 2007
  - SEACT Annual Conference "Ride the Tide - Impressions of TDM"
  - Pensacola Beach, FL
  - [www.actweb.org](http://www.actweb.org)
- September 9-12, 2007
  - ACT International Conference
  - Seattle, Washington
  - [www.actweb.org](http://www.actweb.org)

## Vanpool Incentive Programs That Work



**Cathy Blumenthal**  
King County Metro Seattle

Do You Get What You Incent?:  
A Virtual Discussion on Areawide Commuter Financial Incentives  
April 25, 2007

We'll Get You There.

## Goals/Objectives

- 52 new commuter vans
  - 2,000 new riders
  - 1,300 new drivers and bookkeepers
  - 70% or better retention rate
  - 50% or better reward registration rate



We'll Get You There.

## Fill It Up

(Be a Regular.)



- Why? Experience shows incentives work: example - Freewheeling
- Budget: \$200,000 for incentives, promotional materials and web site
- Partners: Funded through WSDOT and King County Metro
- Audience: SOV commuters and local employers

We'll Get You There.

## Marketing Plan



- Implementation
  - In-house design and out-sourced copy, gift card distribution and web site
  - Marketed to over 200,000 employees at over 500 worksites
  - Combined email messages, printed materials, web site promotions, worksite events
  - Marketed to existing users
  - Leveraged existing promotions

We'll Get You There.

## Incentives Get Results

- Results June 2006 - Feb 2007:
  - 62 new commuter vans
  - 2,221 new riders; 68% retained
  - 922 reward registrants; 83% retained
  - 808 drivers and bookkeepers



We'll Get You There.

## Conclusions

- Incentives get attention and for those that received them, it increased retention
- Feedback from customers point to increased vanpool program visibility
- Need to continue the campaign

We'll Get You There.

## Advice to Others

- Seek partners and introduce monetary benefits to your programs such as gift cards
- Take advantage of current users
  - 50% of new riders who received an award were recruited by an existing user.
- Study survey results to adjust program

 We'll Get You There.

## For More Information



Cathy Blumenthal  
King County Metro  
206-263-4445  
[cathy.blumenthal@metrokc.gov](mailto:cathy.blumenthal@metrokc.gov)  
[www.rideshareonline.com/fillitup](http://www.rideshareonline.com/fillitup)

 We'll Get You There.

## Carpooling Makes \$ense in New Jersey

Andrew Swords  
NJDOT



## Goals/Objectives

- Primary purpose of CM\$ program:  
incent formation of new carpools
  
- Measures of success
  - # of new carpools formed
  - Vehicle trips/VMT reduced by program

## CM\$ Program Overview

- Program was initiated May 1, 2006 in response to high gas prices
  
- Budget: \$500,000 for gas cards
  
- Funding source: Federal (CMAQ)

## CM\$ Eligibility/Requirements

- New carpools only
  
- Live and/or work in NJ
  
- To receive incentive, must verify use of CP at least 24 times in 2-month CM\$ participation period

## Promotion & Administration

- Developed logo, palm cards
- Info on NJDOT/TMA websites, TMAs promoted to employers & residents
- Program Administration
  - Commuters sign up with local TMA, do carpooling, submit travel logs to TMA
  - TMAs submit requests for gas cards to NJDOT, NJDOT sends cards to TMAs

## Program Results

- Since program inception on 5/1/06:
  - 2100 carpools registered
  - About 4,900 carpoolers
  - \$80,000 in gas cards distributed

## Initial survey results

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- Incentive to carpool:
    - 33% of participants were new carpoolers
    - 3% increased CP days or CP occupancy
    - 64% CP before registering – no change
  - 88% of new carpoolers shifted from DA, 12% shifted from other alt modes
  - 33% who made change to CP said CM\$ influenced their decision
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## Initial survey results (cont)

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- Trip / VMT impacts during program:
    - On average, each participant reduced 0.27 vehicle trips and 8.4 VMT per day
    - 1,340 total daily trips reduced
    - 41,070 daily VMT reduced
  - 84% of CMS participants continued CP after completing program
- 

## Conclusions

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- Assessment
    - Program successfully rewards carpooling
  - Lessons learned
    - Need to ↑ % of new participants that are new to carpooling
  - Next Steps
    - More thorough CM\$ survey to be done May/June of this year
- 

## Thanks!

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- Contact information:
    - Andy Swords
    - NJDOT
    - [andrew.swords@dot.state.nj.us](mailto:andrew.swords@dot.state.nj.us)
    - (609) 530-2118
- CM\$ program information at [www.njcommuter.com](http://www.njcommuter.com)
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**NURIDE**

**Rewarding the Right Behavior**



Rick Steele  
NuRide, Inc.  
[www.nuride.com](http://www.nuride.com)



**NURIDE**

**The Good News – Rewards Work!**

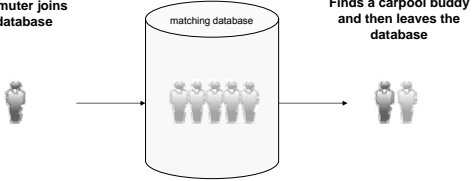
- NuRide rewards program
  - 20,000 members in NY, CT, DC, Houston
  - 35% cite rewards as the reason for joining
  - 60% of members made 100% mode shift
  - 50,000 rewards redeemed
  - \$1,000,000 worth of rewards delivered
  - 80 sponsors providing a wide variety of rewards
- Topics covered in today's presentation
  - Rewarding the right behavior
  - How NuRide implements its rewards program
  - Potential applications for targeting rewards

**NURIDE**

**One Problem with Traditional Matching Databases is Achieving Critical Mass**

A commuter joins the database



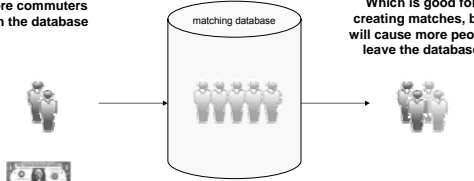
Finds a carpool buddy and then leaves the database

The database actually gets smaller since each match means that two people leave the database

**NURIDE**

**Rewarding People to Join the Database May Exacerbate the Problem**

More commuters join the database



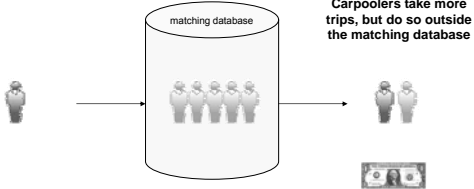
Which is good for creating matches, but will cause more people leave the database

The database does not get any larger, and actually shrinks when matches are made

**NURIDE**

**Rewarding Carpoolers to Take Trips May Not Grow the Database Either**

Carpoolers take more trips, but do so outside the matching database

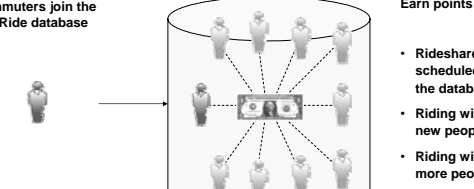


The database still does not get larger

**NURIDE**

**NuRide Rewards People for Sharing Rides and Networking within the Database**

Commuters join the NuRide database



Earn points for:

- Rideshare trips scheduled in the database
- Riding with new people
- Riding with more people

Database grows and matching is done on a per-trip basis by each member in order to earn rewards

NuRiders Redeem Their Points for Rewards from Corporate Sponsors



- Earn points for every trip confirmed in the database
- Drivers and riders rewarded equally
- Points increase based on number of travelers
- Additional points for riding with someone new
- Redeemable directly with participating sponsors
- Redeem points for rewards valued at ~ \$500 a year



restaurant gift certificates



tickets to shows & attractions



retailer gift cards

Targeting of Rewards Can Further Influence Behavior

- Targeting criteria
  - Day of week (e.g. Monday)
  - Time of day (e.g. 5:00 pm)
  - Employer (e.g. work for IBM)
  - Vehicle (e.g. red, 1999, Ford Taurus)
  - Vehicle occupancy rate (e.g. 3 people)
  - Gender & age (e.g. Male, 40-45)
  - Home, work location
  - Commute trip (e.g. 30 miles one-way)
  - Activity (e.g. number of trips taken per month)



- Targeting examples
  - Increase rewards to reduce trips through construction zones (e.g. specific roads, days & times)
  - Increase rewards to reduce trips on ozone action days
  - Reward employees to reduce parking demand

Results: A Growing Online Community Rewarded for the Right Behavior

- NuRide online community
  - 20,000 members in NY, CT, DC, Houston
  - 60% of members made 100% mode shift
  - 35% cite rewards as the reason for joining
  - 30% of members active every month
  - Active members use service 3.5 days/week
  - 99% retention, 1% database churn
- Rewarded for the right behavior
  - 800,000 trips taken
  - 50,000 reward redemptions
  - \$1,000,000 worth of rewards delivered
  - 80 sponsors providing rewards



NuRide – the Rewarding Way to Go





For more information contact:

Rick Steele  
 NuRide, Inc.  
[www.nuride.com](http://www.nuride.com)  
[rsteale@nuride.com](mailto:rsteale@nuride.com)



The streaming recording of today's presentation and copies of the slides will be available tomorrow at [www.nctr.usf.edu/clearinghouse](http://www.nctr.usf.edu/clearinghouse)


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