



Travel Rewards Research Pilot

Using Behavioral Science, Design, and Evidence to
Shift Travel Behavior in LA

October 2020



Metro®

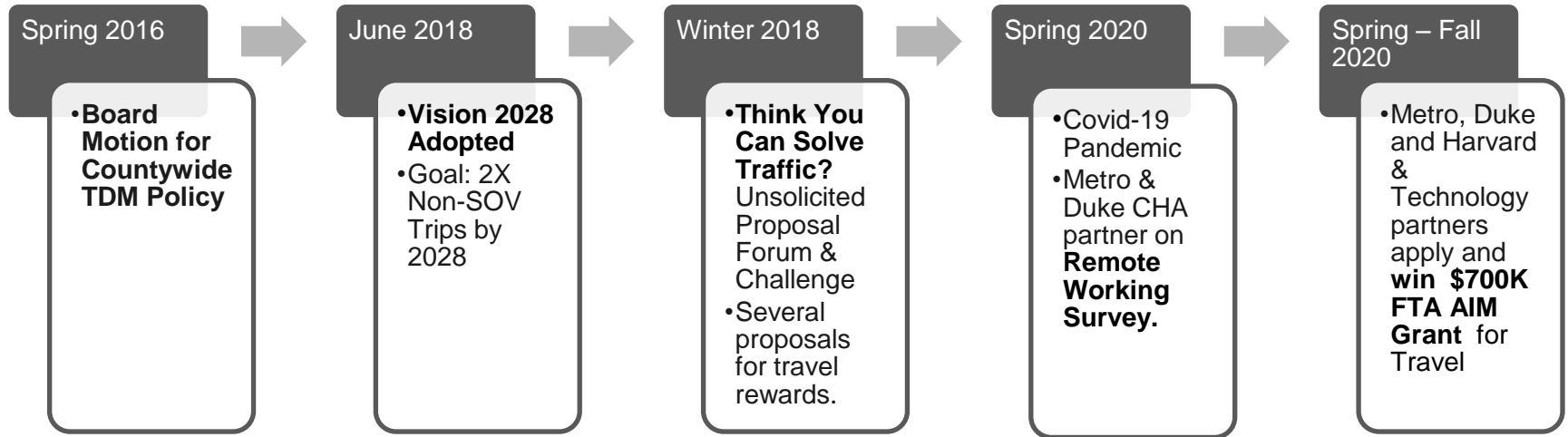
1. Introduction to the Pilot
 2. The Team
 3. Research Approach & Methods
 4. Partnering
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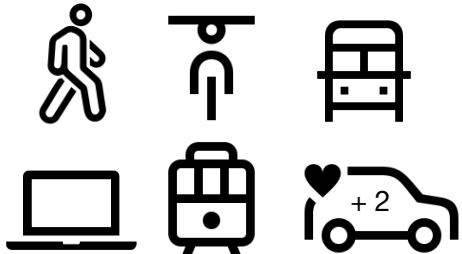
1. Introduction to the Pilot



How Did We Get Here?



- **Board Motion for Countywide TDM Policy**



- **Vision 2028 Adopted**
- Goal: 2X Non-SOV Trips by 2028

- **Think You Can Solve Traffic?** Unsolicited Proposal Forum & Challenge
- Several proposals for travel rewards.



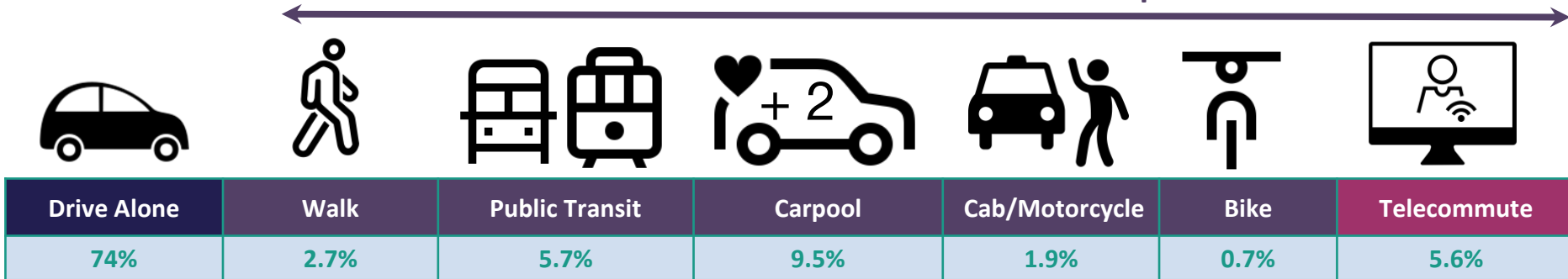
- Covid-19 Pandemic
- Metro & Duke CHA partner on **Remote Working Survey.**



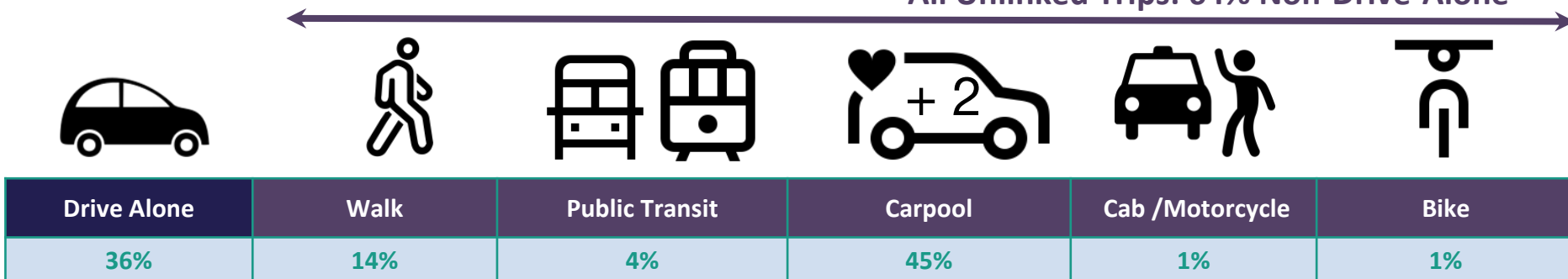
- Metro, Duke and Harvard & Technology partners apply and **win \$700K FTA AIM Grant** for Travel

Problem: Too Many Drive Alone Trips

Commute Linked Trips: 26% Non-Drive-Alone



All Unlinked Trips: 64% Non-Drive-Alone



Research Question

What Incentives Have the Best ROI for Mode Shift?

- To inform long term evidence-based policy making for TDM policy.
- Provide data on which types of incentives and messaging are most effective at changing commute choices.

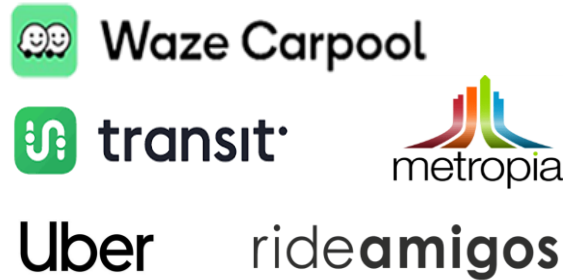


Solution: Countywide TDM Program

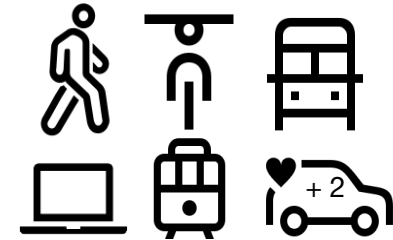
- Metro's Countywide TDM Program aims to provide cities with tools and resources to meet their trip reduction goals
- Pilot research will inform how Cities, TMAs and employers can most successfully implement, cost-effective TDM Programs that reduce VMT and drive alone trips.



Travel Rewards Research Pilot Concept

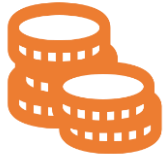


Behavioral Change, Modal Shift



Four Experimental Workstreams

1: Incentives/Reward Wallet



2: Personalized Routes/Fresh Starts



3: Remote Work/Telework



4: Active Transportation

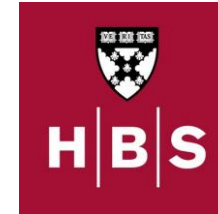


2. The Team





The Team



3. Research Approach & Methods

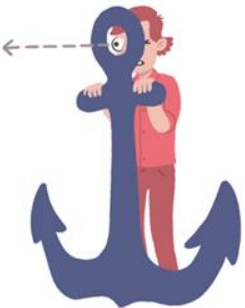


Our Approach



We designed a great intervention... Why not just roll it out at scale?

- We think it works, but can't be sure
- It may not work for everyone
- It might be more effort than it's worth
- There may be unintended consequences



Intro to our Process



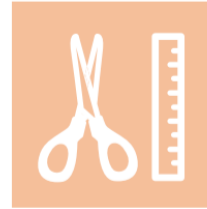
PARTNER
with motivated
and aligned
enterprises



IDENTIFY
the unique
challenges the
partner is facing



EXPLORE
the context of
those challenges



BUILD
and refine
prototypes of our
solutions

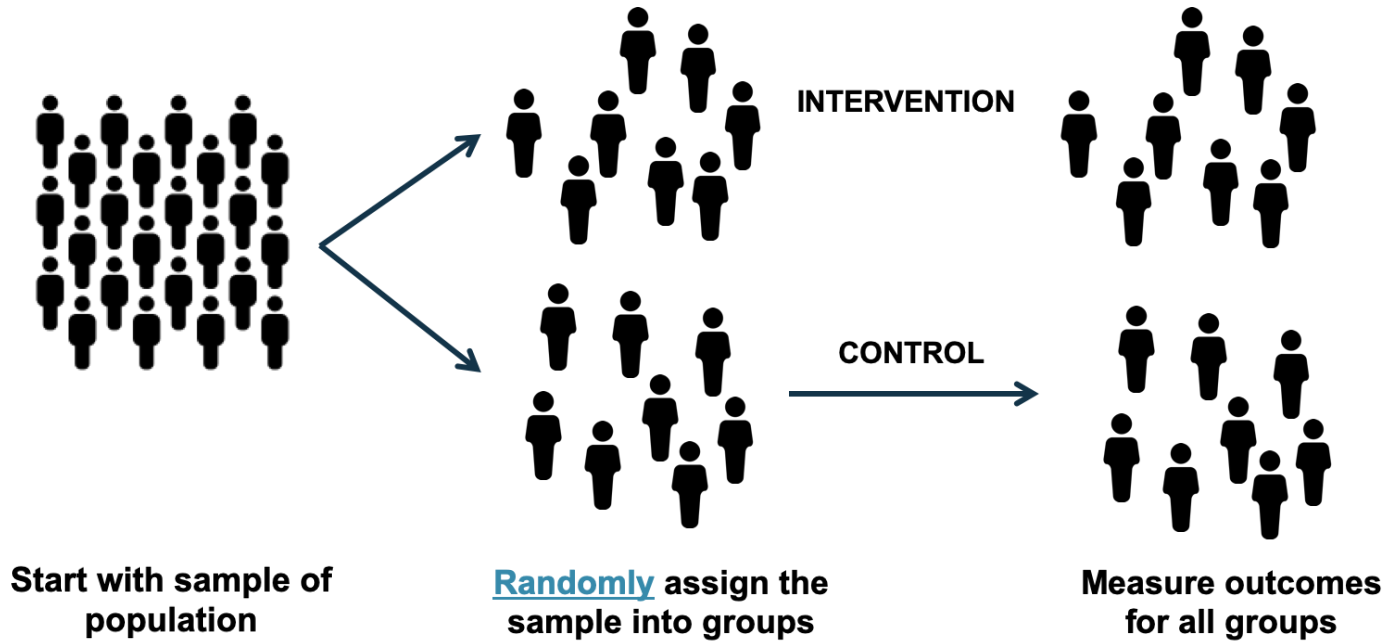


TEST
our solutions
rigorously,
ideally through
randomized
controlled trials



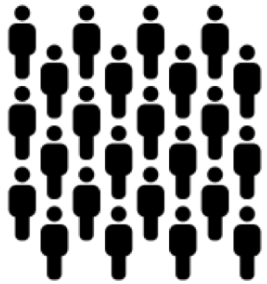
DISSEMINATE
and share our
learnings to
scale

The Gold Standard - RCTs



4. Partnering

Partnering



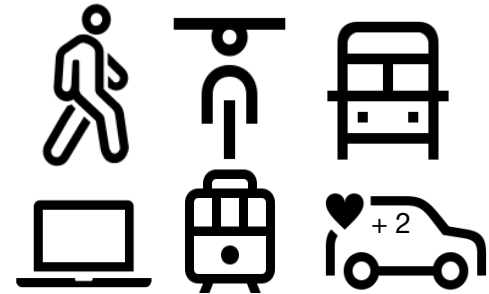
Employers & Non-
Profits
& Selected
Neighborhood /
Corridor



Incentive



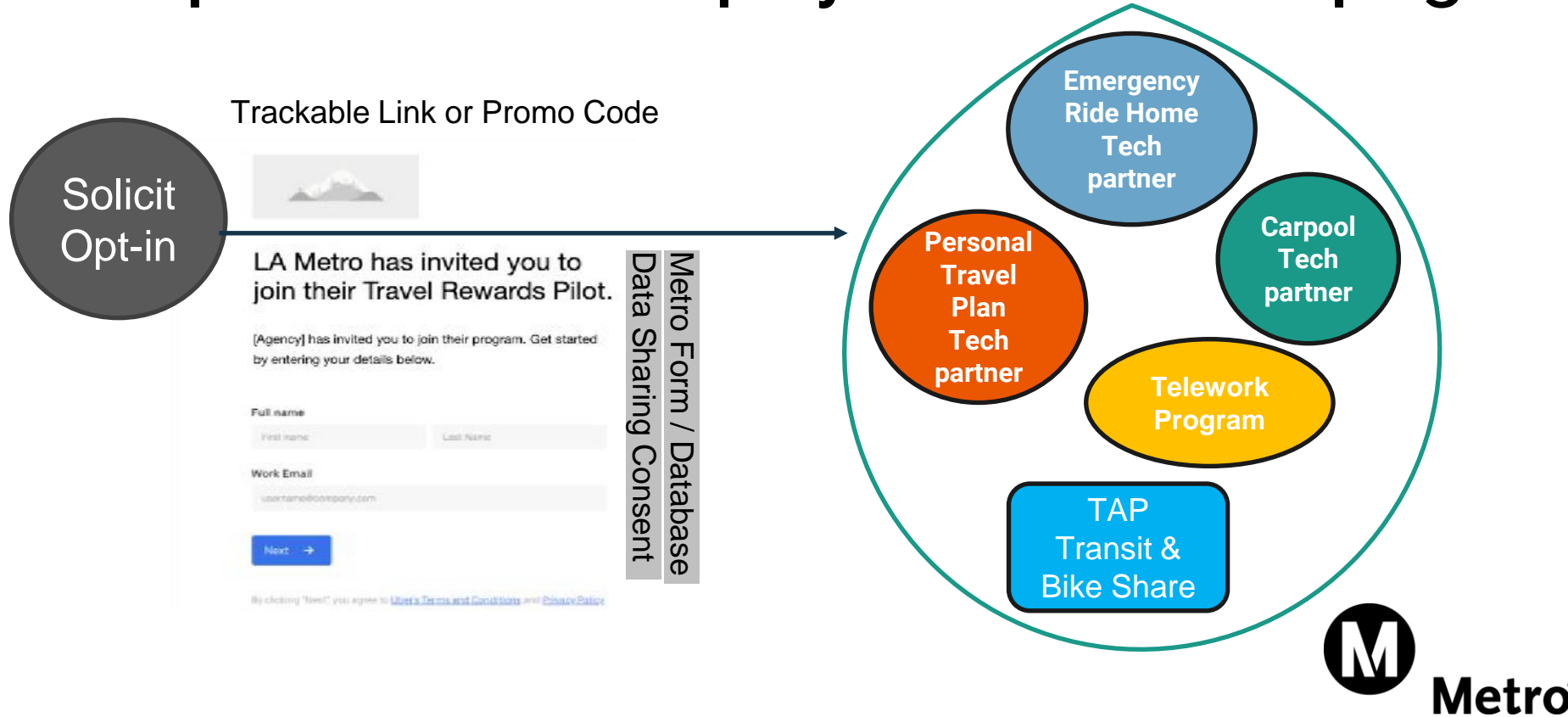
Intervention



Behavioral Change
Modal Shift



Opt-In Process: Employer / Public Campaign



Employer Participation Qualifications

Desirable employer partners will have:

- Access to data
- Willingness to experiment
- Sufficient sample size
 - 1000+ employee
 - Large driving population
- Willing to match incentives offered through the research
- Participating in marketing push

Telecommuting

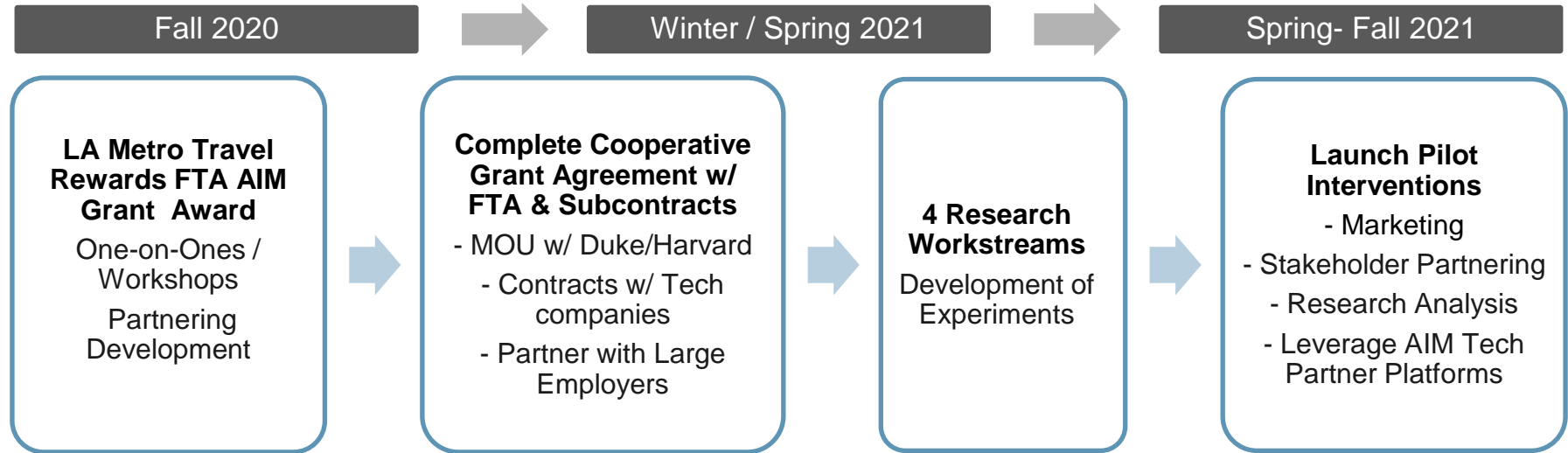
- Willing to implement a telecommuting policy that allows employees to work remotely 2-3 days/wk.
- Willingness to implement new technology to facilitate & manage information, and engagement for telecommuters.

Public Transit & Active Transportation

- High Transit Score* (90 or above, and/or within 1/4 mi of a Metro Rail Station)
- High Walk/Bike Score* (80 or above, secure bike parking recommended)

*Scores based on methodology found at www.walkscore.com

Timeline / Next Steps



Travel Rewards Research Pilot : **Want to Participate?**

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