

Courtney Shultz

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Riding With Collaboration

How Partnerships Can
Help TDM Programs

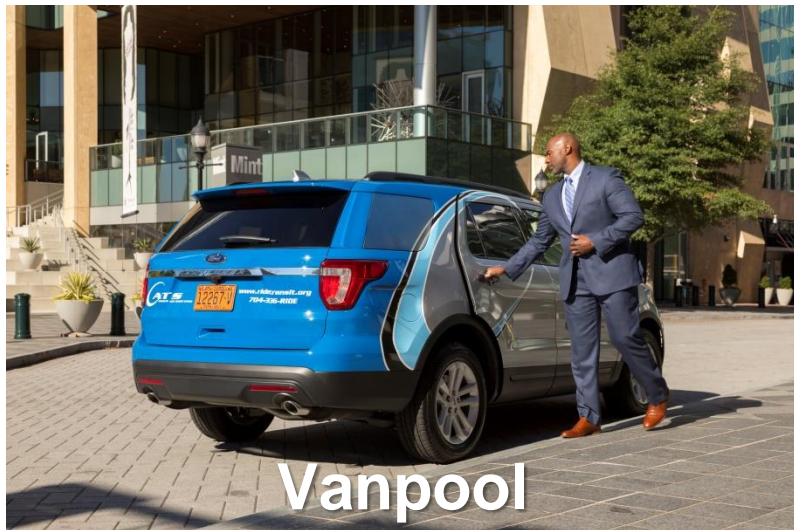




CommuteCon Feb. 7, 2018

Riding With Collaboration: How Partnerships Can Help TDM Programs

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FAST FACTS

- CATS' services cover the Charlotte region
 - 38 Local routes
 - 16 Express routes
 - 3 Regional Express Routes
 - 10 Neighborhood shuttles/circulators
 - 51 Vanpools
 - 1 Light Rail Line
 - 1 Streetcar Line
- FY17 CATS ridership ≈ 22 million
- LYNX ridership ≈ 15,000 average daily

CLEAN AIR IS JUST A RIDE AWAY.



- **Annual campaign to educate the public about improving air quality**
 - Transit
 - Carpool & Vanpool
 - Bike & Walk
 - Telecommute
- **Advertising**
 - Weekly Fun Fact
 - Bus ads throughout Ozone Season
 - Radio
 - Rider alerts
 - Social media
- **Facebook Campaigns**
 - “Show Us Your Ride” Photo Contest
 - Trivia
- **Contests**
 - Clear the Air Photo Contest
 - Clean Commute Challenge

CLEAN COMMUTE CHALLENGE

Sign up and log your commute at [Way2Go](http://Way2GoCLT.com) CLT June 1 - July 31 to win prizes!



- Partnership with Charlotte Air Awareness and Sustain Charlotte
- Ran from June 1 to July 31
- Win prizes by logging 10 roundtrip clean commutes on Way2GoCLT.com.
- Included anyone who worked or lived in 8 surrounding counties

Way2Go CLT | Home | **Dashboard** | Trip Planning | Admin | Events | Incentives | Challenges | Tools | Courtney

Courtesy Schultz
 My Stats | Edit Profile

309 Non-SOV Trips | **3,543.3 mi** Non-SOV Distance

1st CARROLL TRIP | 10 CARROLL TRIPS | 25 CARROLL TRIPS | And 12 more!

View My Challenges

Users	Networks
TOP COMMUTERS	
1 Deidre	TRIPS 899
2 Stephanie	858
3 Jim	661
4 Sonya	640
5 Philip	447
6 Kate	426
7 Corey	425
8 Phillip	422
9 Kim	419
10 Mike L.	408

Please Note: Results may be delayed up to 15 minutes.

Log Your Trips
 Record EVERY trip you take walking, biking, car/vanpooling and riding public transit! The more trips you log by the last day of each month, the more chances you'll have to win prizes! Triplog dates must be within the last 5 weeks.

Selected Dates: 12/13/17

Departure Time: 7:00 AM
 Return Time: 4:00 PM
 One-Way Distance: 10 mi
 Mode of Travel: Select Mod

December 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

Verizon LTE | 9:57 AM | 83%

347 COMMUTES | **3,975** MILES

Commute and Earn

3.0/4 rewards

December 2017 - Chance to Win Prizes!

Entry in drawing for chance(s) to win prizes from local businesses

[MORE INFO...](#)

Way To Go!
You're all caught up.

Online Dashboard and Mobile App

How Partners Worked Together



- Created marketing materials and challenge logo
- Increased influence through company's ETC program (a network of over 100+ businesses)
- Shared social media posts to encourage participation
- Conducted post-challenge survey



- Hosted and managed the Way2GoCLT site
- Increased reach through neighborhood and community partnerships
- Shared social media posts to encourage participation
- Conducted data-collecting throughout the challenge



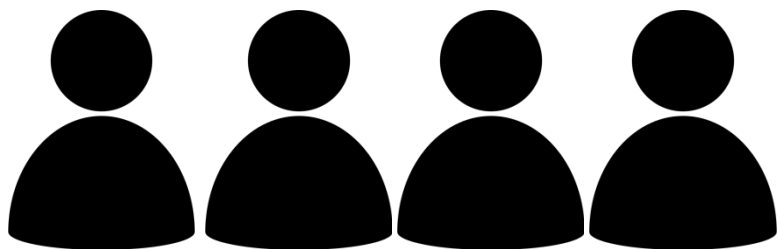
- Provided the prizes for the challenge winners
- Increased reach through Air Awareness Company program
- Offered recognition to standout businesses in the challenge and honored them in end-of-the-year event


Results of the Challenge





- 20,201 total trips 

- 533

Participants





- 
260,570 mi of walking, biking, public transit & carpooling
- 
67.8 tons carbon dioxide emissions prevented
- 
\$68,579 dollars saved in gas money
- 
1,163,614 calories burned

Survey Results

- **Top preferred commute:** Riding the bus and riding alone
- **Coworkers/employer referrals**
- **iPhone users** most likely to have Commute Tracking App
- Logged commutes **once a week**
- **Incentives** were the top reason to participate
 - Most preferred reward: gift cards
 - Want more frequent prizes/rewards
- Users want **more feedback and communication**
- Users need more **clarity** on how to use the site

What We Learned

Triumphs

- Physically seeing the competition and standings were good motivators
- Collaboration increased program's reach
- Audience motivated by reward

Room for Change

- Two months was a challenge to keep up momentum
- Greater communication needed
- Need for more frequent updates
- Troubleshooting challenges

CATS

Public Transit Agency

- Stronger focus on our services – public transit, carpooling and vanpooling

- Funded through City, federal and State Funds, including dedicated funding of ½ cent sales and use tax

- Services are needed for TDM

- Governed by Metropolitan Transit Commission

Sustain Charlotte

Nonprofit

- Funded through state funds, grants and local donations

- Advocates for policy changes in local government

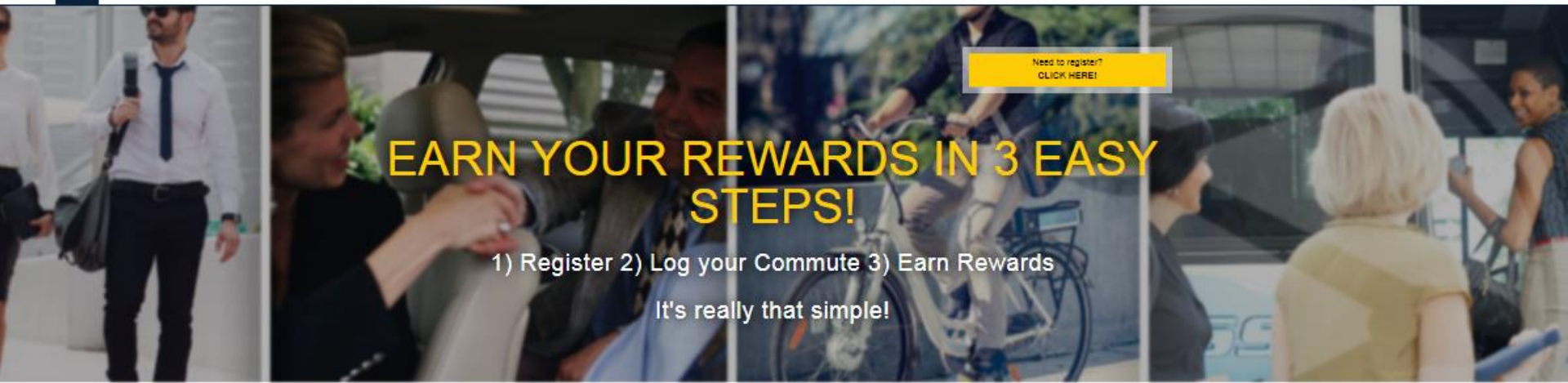
- Focus on a broader range of alternative commuting – in particular biking and walkability

Similarities:

- Common Goals:
 - More alternative commuting
 - Lesser VMT
 - Greater money, CO₂, etc saved
- Use incentives for change
- Partners with other organizations

Transitioning Way2Go CLT

- Revamped the site to have CATS branding
 - Still paid homage to SC
- Changed the Welcome Email
- Added more incentive programs
- Did NOT launch a marketing or PR campaign about switch, but more about rewards
- Added more location data
 - Bike stations, Park and Ride facilities, Zipcar
- Reconvened with SC to pave for future partnership opportunities



Need to register?
CLICK HERE!

EARN YOUR REWARDS IN 3 EASY STEPS!

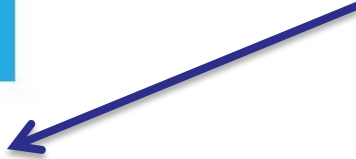
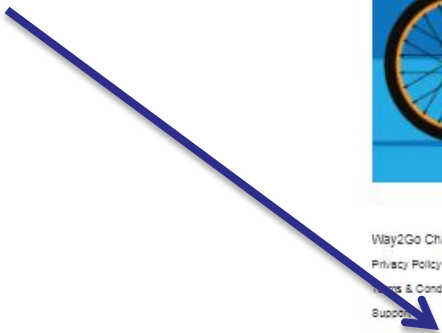
1) Register 2) Log your Commute 3) Earn Rewards
It's really that simple!

WE WANT TO HEAR YOUR STORY!

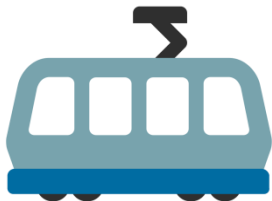
Do you bike to work?
Ride your Segway?
Travel by bus or light rail?
Commute in a carpool or vanpool?

Contact ETCinterest@charlottenc.gov to share your commute and you could be featured by CATS!

WAY2GOCLT



Thank You!



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