

The background features a complex, abstract design. It consists of numerous overlapping, curved, and folded paper-like shapes in shades of blue and yellow. These shapes create a sense of depth and movement, resembling a stylized, modern architectural structure or a dynamic, flowing fabric. The lighting is dramatic, with strong highlights and shadows that emphasize the three-dimensional quality of the folds.

Incentives Work! (Sort of)

Exploring ideas to make incentives work better and budgets go further

Corey Tucker

Director of Customer Success - RideAmigos

Common Transportation Incentives

- Free fare days on transit
- HOV lanes
- Safe driving bonuses (insurance, verizon)
- Reward/loyalty programs
- Preferred parking
- Free EV charging

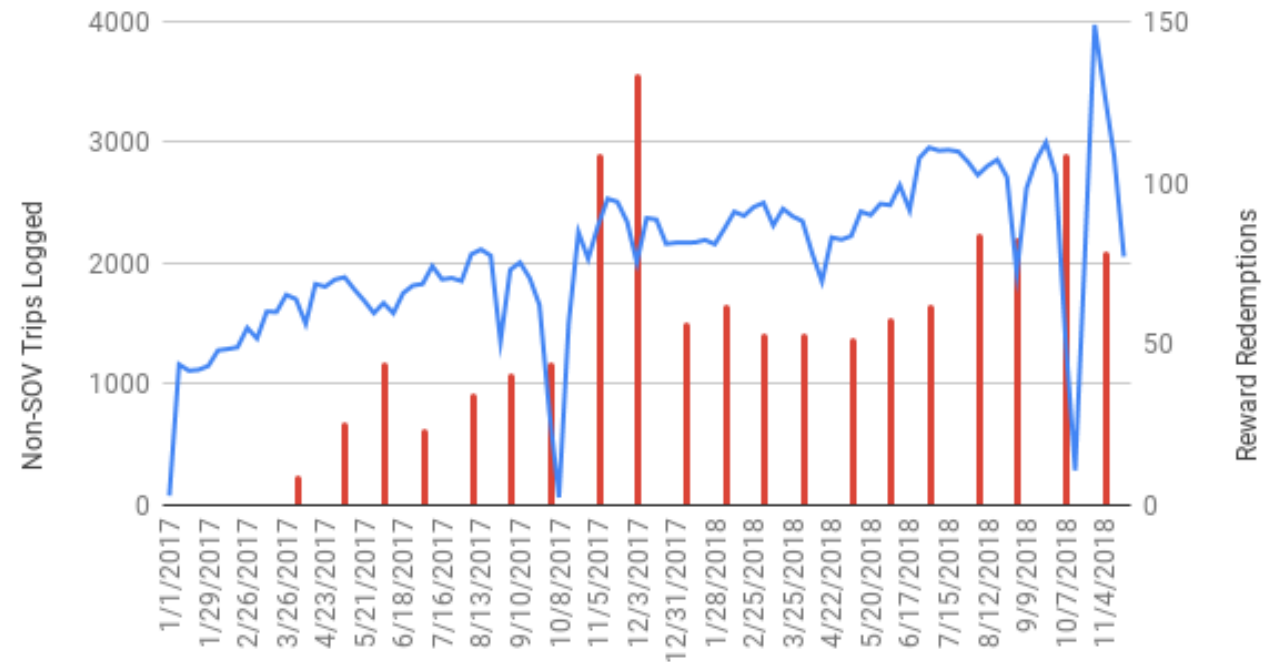




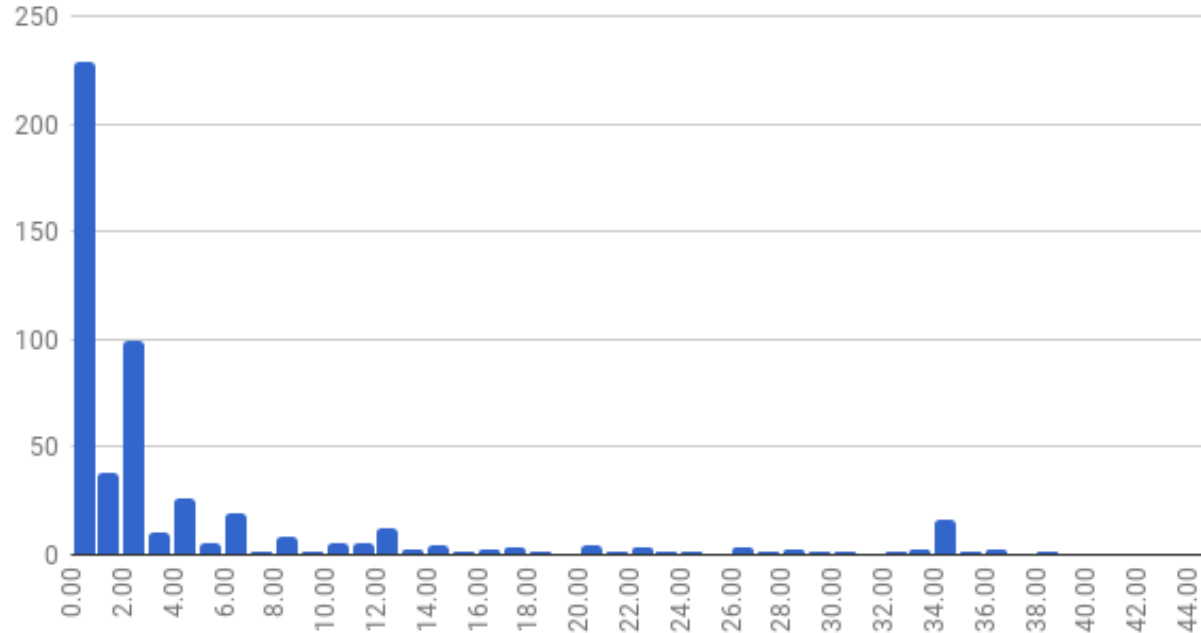
SRPGO Commuter Rewards Program

- Ongoing rewards program
- Users that log non-drive alone trips can earn rewards
- Participation rates have maintained, but incentive has not driven increase in participation

Redemptions and Trips Logged



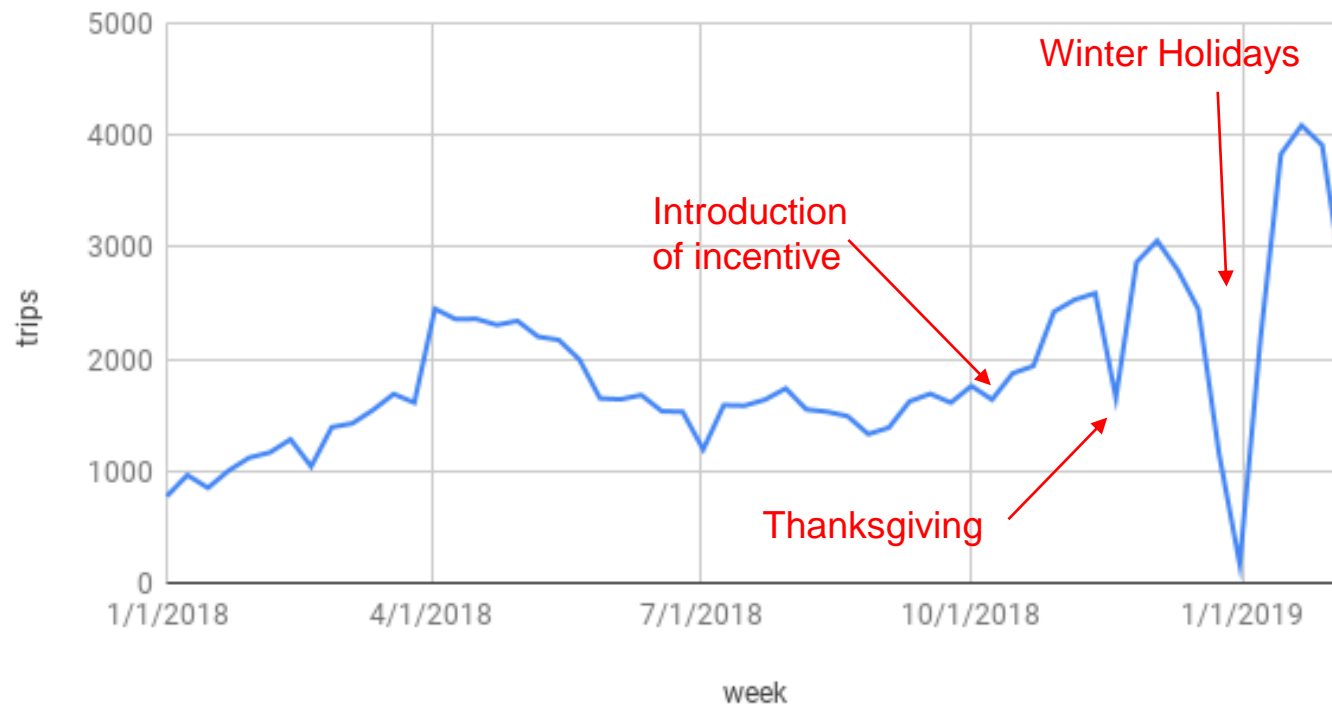
Trips Logged during New Year: New Commute Challenge



New Year: New Commute

- High value incentive for new registrants during first month of the year
- Boost in registrants
- Some new registrants continued logging trips

Carpool Trips Tracked



10 Carpool Days = \$25

- New, high value incentive
- Progressive earning for carpooling
- Tracked via approved apps
- Notable increase in carpools tracked upon inception of incentive
- Continued growth

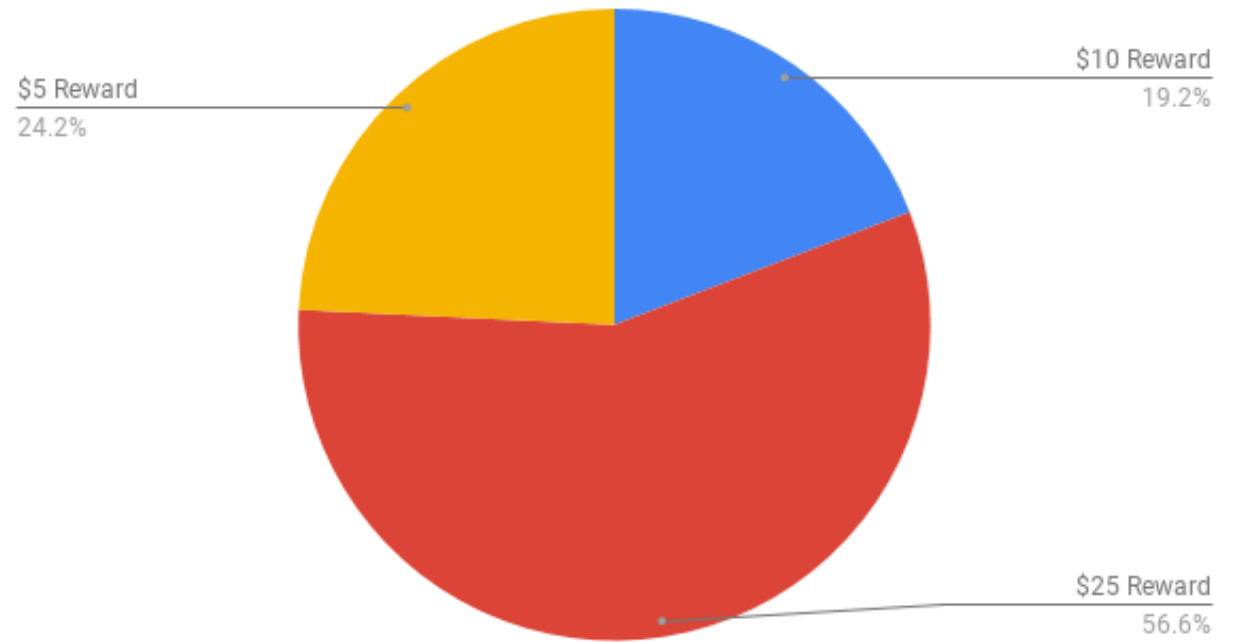


WAY2GO  CLT

CommuteRewards

- Ongoing rewards program
- New registrant bonus provided points equal to first reward level
- Progressive point/reward structure

Rewards Redeemed



Why incentives don't work

- Rewarding users already doing the behavior, not encouraging
MODE SHIFT;
- Stagnation;
- Undermine intrinsic motivation;
- Incentives aren't strong enough (small budget);
- **STRONG DEFAULTS**

What can we do?

- Targeting!
 - Where possible, use baseline data to understand who is already doing the preferred behavior and who is shiftable
- Introduce randomness
- Normalization and framing
 - Utilize messaging techniques to normalize alternative modes;
- Leverage self-image to overcome defaults

Thank You!

corey.tucker@rideamigos.com