

CHANGING TRANSPORTATION BEHAVIOR

...now with
SCIENCE!

Jessica Roberts | Alta Planning + Design

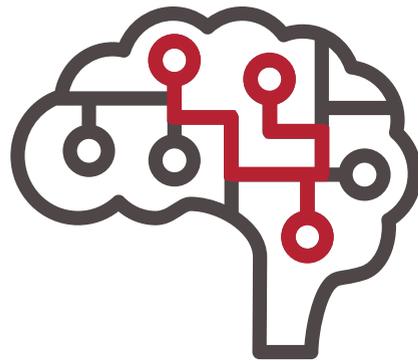
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Behavioral science offers a more realistic view of human decision making.



Our brains use two systems to make decisions.

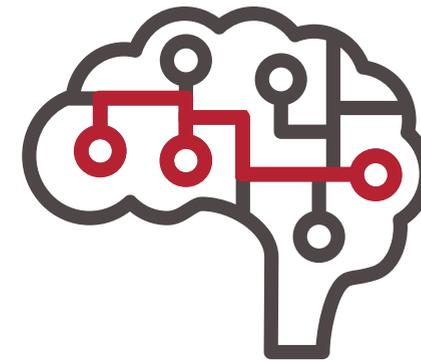


SYSTEM 1

Fast thinking/Automatic
intuitive, effortless

2x2

Taking your daily commute



SYSTEM 2

Slow thinking/Reflective
deliberate, analytic, effortful

24x17

Planning a trip overseas

LOSS AVERSION

“These shoes are kind of meh, but now that I ordered them, I think I’ll keep them after all.”

EXAMPLE 1

Loss Framing

Here's a riddle for you: what's something that many City employees have, it's free, it's small enough to fit in your pocket, and you can take a nap when you use it or read a book or text a friend?

You're right – it's an Eco Pass!

If you haven't heard of the Eco Pass, it's a transit pass that gives you free access to Santa Clara Valley Transit Authority's (VTA) bus and light rail services. All full-time and part-time benefitted employees are eligible for the Eco Pass with the exception of Airport employees and sworn police officers. That's because Airport employees receive the pass from SJC and police officers can ride VTA transit for free.

If you haven't gotten around to getting your pass, it just became easier to do so. All you need to do is fill out this short form (bit.do/SJtransit), attach a picture of yourself (a "selfie" taken on your phone will work), and push "submit." The Department of Transportation will submit your application to VTA and get your card to you as soon as it's received. The whole process will take a couple of weeks.*

Perhaps you commute to work from outside Santa Clara County. You might have the occasion to use the pass during work or if you visit downtown in the evening or weekends.

Plus, your Eco Pass comes loaded on a Clipper Card – a "smart" fare payment card used by all Bay Area transit agencies. The card normally costs \$3 – another cost savings for employees. You can load your own money onto the card to pay for area transit services not covered by the Eco Pass, such as BART, [Caltrain](#), and ACE.

As of January 1, 2016 employees can use up to \$190.84 in pre-tax dollars per month to pay for those commute trips. Here's a link to the application [form](#). See HR's [Commuter Benefits](#) page for more information on the pre-tax program.

EXAMPLE 1

Loss Framing

Did you see that thing in the newsletter? Inbox x 🖨️ 📧

 **Owen Phillips** <owen.phillips@behavioralinsightsteam.com> 1:59 PM (3 minutes ago) ☆ ↩️ ⌵
to me 📧 👤 View personality

Most complaints from commuters like you are about traffic, so we did you a favor.

Hi Owen,

You've been missing out on free transit rides that can be used whenever you need them! That's because you're already enrolled in the [City of San Jose's Eco Pass Program](#).

[Click here to activate your free transit card.](#)

Don't let this \$770 value go to waste.

If you need to plan out a trip, visit [Google Maps](#).

DOT Transportation Options Program

...

FRESH START EFFECT

“I’ll start going to the gym on Monday morning...”

EXAMPLE 2

Fresh Start Effect

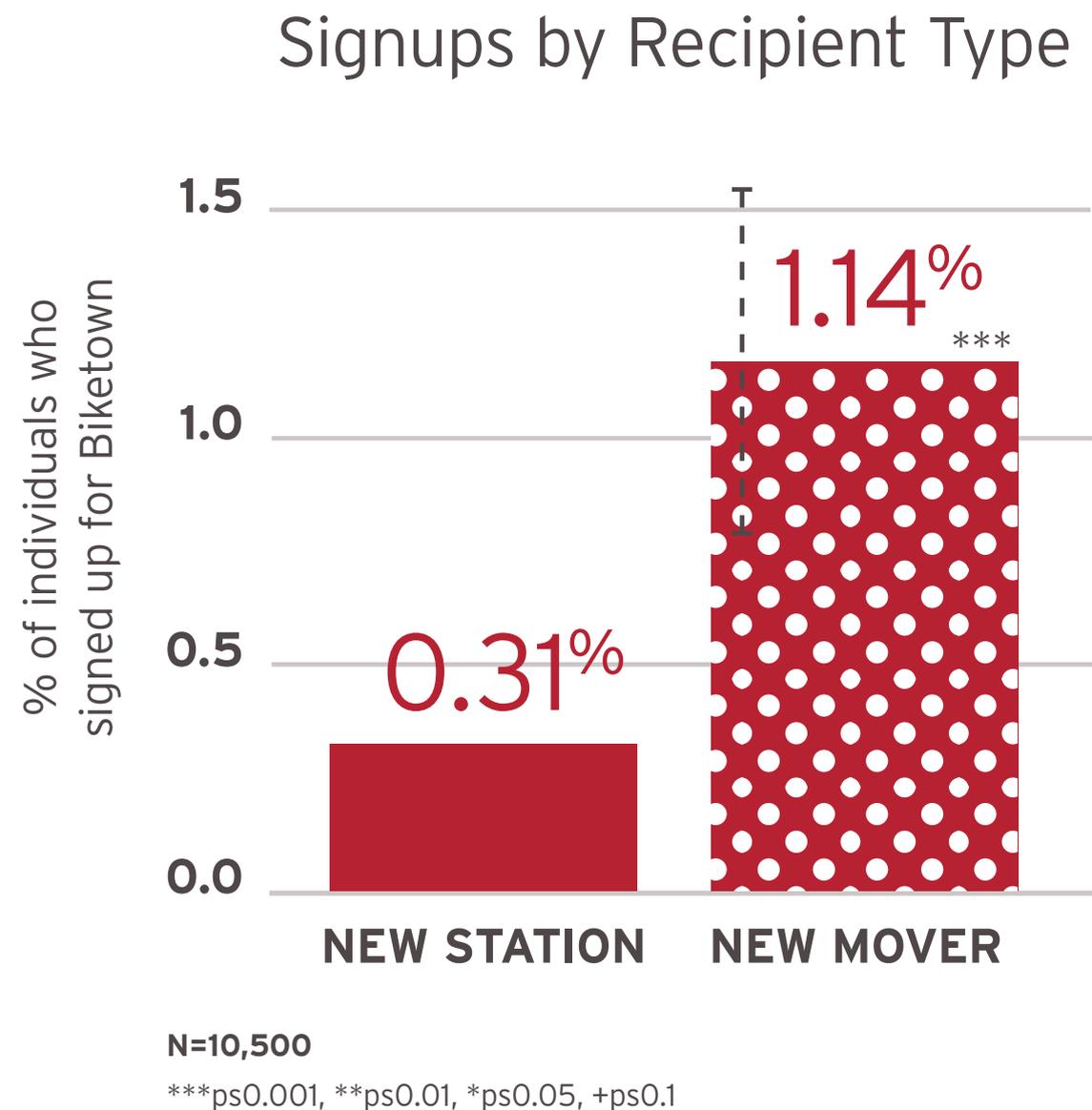
BIKETOWN 

**Haven't met BIKETOWN yet?
Take a spin on us!**

Use promo code **NEIGHBORS12** to get **\$12 OFF** any of these BIKETOWN plans: Day Pass, Single Rides, or Annual Membership

TO GET STARTED

- Read this card
- Find bikes near you using the BIKETOWN app (biketownpdx.com/app)
- Use the app to register using your promo code NEIGHBORS12



SUNK COST FALLACY

“If I don’t take a second helping of dessert, I won’t get my money’s worth at the buffet!”

SOCIAL NORMING

“I never said “thank you” to my bus drivers where I used to live, but now that I’ve moved to Portland, I always do.”

RECIPROCITY

“I don’t really feel like buying this granola bar, but since the salesperson gave me a sample, maybe I should.”

STATUS QUO BIAS

“This apartment is too small for us, but it’s easier to stay than to move.”

FOOT IN THE DOOR

“I signed up for Organization X’s email list when that nice young man who knocked on my door; maybe I’d better donate this year, even though it’s not really my giving priority.”

OPTIMISM BIAS

(aka Planning Fallacy)

“Even though I always take ages to write a term paper, I’m sure I’ll be able to do it in 2 hours this time.”

FRICTION

“I can’t even figure out what Maria wants in this email—I’ll just ignore it for now.”



It's time to renew your pet's license.

A pet license is your pet's first line of protection in the event they become lost, and license fees directly support the lifesaving work of our shelter.

Renew online at www.SeattleAnimalShelter.org

Or mail check to: Seattle Pet Licensing
2061 15th Avenue West
Seattle WA 98119

RENEW ONLINE: SeattleAnimalShelter.org 206-386-4263

PET & OWNER INFORMATION

If we already have the information below do not enter again.

YES NO

SPAYED/NEUTERED?

MICROCHIP?

GOLD/FLASH CARD #

SENIOR OR DISABLED PERSONS DISCOUNT: 50% discount with Gold Card for Healthy Aging or FLASH Card. For more information, please contact the Mayor's Office (206) 464-0000.

LICENSE FEE OPTIONS:

	1-YEAR LICENSE	3-YEAR LICENSE
DOG	\$47 unaltered / \$27 altered	\$69 unaltered / \$37 altered
CAT	\$30 unaltered / \$20 altered	\$45 unaltered / \$27 altered

REPLACEMENT TAG:	REPLACEMENT \$:
We can replace your pet's license tag if it's lost or worn.	SENIOR/DISABLED \$2.50

Miniature goat and potbellied pig licenses, visit website or call.

PAYMENT:	License Fee \$
	Replacement Tag \$
	Donation \$ <small>(to help care and support animals)</small>
	Total \$ <small>(payment payable City of Seattle)</small>

If you no longer have your pet, please email us at petlicensing@seattle.gov or call 206.386.4263



Seattle Municipal Code 9.25.050 requires that all dogs, cats, miniature goats, and potbellied pigs be licensed.

Make it personal
by using pet's
name



seattle animal shelter

It's time to renew Sounder's license.

A license is the first line of protection if your pet becomes lost and needs to get home. License fees also help the lifesaving work of our shelter, supporting animals like Chloe and Lucy still looking for their own home.



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To renew this license online:

1. Visit <http://seattle.gov/renew-pet-license> and use the information printed on this card

To renew this license by mail:

1. Check this box:
2. To add a donation to the Animal Shelter, select an amount \$____
3. Please mail this postcard along with a check for **\$70.00** and any donation to:
Seattle Pet Licensing
2061 15th Avenue West
Seattle WA 98119

If you no longer have this pet:
check this box and return by mail.

Questions? Please email us at petlicensing@seattle.gov or call 206.398.4262

Right hand side simplifies call
to action

Direct
renewal link
and
shortened

Highlight SAS'
important work

Overview of current research

SFMTA

- Left turn trial (with BIT)
- Employee transit pass trial (with Holly Dykstra, Harvard)

CITY OF DURHAM

- Mayor's Commute Challenge on reducing parking demand (with Center for Advanced Hindsight)

PORTLAND BUREAU OF TRANSPORTATION

- Bike sharing recruitment trial (BIT)
- Bike sharing referral trial (Holly Dykstra)
- SmartTrips program trial (Harvard Behavioral Insights Group)

LARGE-SCALE INDUSTRY CARPOOLING RESEARCH (ASHLEY WHILLANS, HARVARD BUSINESS SCHOOL)

CONNECTICUT DOT

- CT Rides program recruitment trial (with BE Works)

CHICAGO TRANSIT AUTHORITY

- Peak transit time shift study (with Ideas42)

Resources

BOOKS

- Nudge - Thaler and Sunstein
- Thinking, Fast and Slow - Kahneman
- The Power of Habit - Duhigg

ORGANIZATIONS

- Behavioural Insights Team
- Ideas42
- Center for Advanced Hindsight
- Behavioural Economics in Action at Rotman (BEAR)
- JTL Urban Mobility Lab at MIT

PODCASTS

- Choiceology
- You Are Not So Smart

ONLINE COURSES AND VIDEOS

- EdX: Behavioural Economics in Action ([EdX.org](https://edx.org))
- How to Tame a Human Being (<https://vimeo.com/246968480>)
- Behavioural Science in Action (<https://www.youtube.com/watch?v=dEaMnFnE8e0>)
- Transportation Behavior Change... Now with SCIENCE! (<https://www.youtube.com/watch?v=6uonliJvvUU>)

Thank you!

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