



ACTION 3:

Commute Incentives

Introduce a system to reward commuters for daily trips other than driving alone.

Opportunity

Peer institutions have successfully shifted commute behaviors away from driving alone by providing financial incentives. Commute incentives provide a daily financial reward to encourage commuters to opt for a non-driving trip. When coupled with daily parking, these can significantly influence behavior changes.

Current State

Currently, the only incentive for not driving to campus is for bike riders who participate in the OSU ZAP bike commute rewards program. Participants can earn rewards and prizes when they ride to campus. Winners are selected through a monthly drawing rather than receiving an earned financial benefit for each daily choice. At this time, no reward systems are in place for people who ride transit, walk or carpool.

Discussion

Incentivising All Modes

OSU already has a strong incentive program in place for bike commuters through the ZAP bike commute rewards program. Ridership data from the program has revealed trends of increasing ridership during team-based commute challenges with added incentives and prizes. Action 3 aims to build on what OSU has learned through this program, as well as best practices and research that support incentives as a means to change behavior.

Leveraging the commute platform, OSU will create effective incentive programs for an array of transportation choices to encourage commuters to drive less. There are many approaches to commute incentives, and OSU will evaluate and select the most suitable ones and adjust over time as needed. Besides financial rewards, OSU might incorporate incentives using paid time off, prizes, and virtual game badges.

ZAP Oregon State offers incentives for students and employees to bike to campus



Cost
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Timeline
Medium

Lead
OSU Transportation Services

Complementary Actions
Daily Parking (Action 1)
Commute Platform (Action 2)

Partners
N/A