

## CommuteCon Recap

Recap of the 2020 Online Conference



## Today's Agenda

- Quick history of the online conference
- Sessions to highlight
  - Nudge Me Baby One More Time
  - Advancing Sustainable Commuting at LinkedIn
  - Behavioral TDM
  - State of the American Commute
  - Other tidbits from presentations

## History of CommuteCon

- Annual online conference put on by RideAmigos since 2015
- In the past, presenters, who also used RideAmigos software, focused on highlighting the software.
- TDM speakers were the focus of this year's conference.




RideAmigos is a vendor who provides software for TDM programs.

Ross has attended since 2017.


## Nudge Me Baby One More Time

When's the right time to try to change someone's commuting behavior? Getting it right could boost your commuter program's effectiveness at no additional cost, but getting it wrong could be costly. In this talk, learn what behavioral science tells us about the best time to act.

Recording:  
<https://commutecon.com/commutecon-2020/jessica-roberts>



Ross key takeaway:  
When Jessica Roberts talks, listen up! She knows about behavior change.



Jessica Roberts from Alta Planning and Design presented this session. Jessica is a leader in the TDM field especially when it comes to behavior change.

My notes:

Timing matters for behavior change.

1. Fresh Start effect

Ex. New Year's resolutions, moving homes, new hire orientation and when employees move.

2. Traffic disruption = new options explored.

3. Make a fresh start

Ex. birthdays, holidays

4. Build on a personal experience

Ex. When they have a good experience, follow up with them at that time.

Recording link: <https://commutecon.com/commutecon-2020/jessica-roberts>

## Sustainable Commuting at LinkedIn

In January, LinkedIn joined Microsoft in their carbon negative pledge, with a goal to be carbon negative by 2030 and to remove all historical carbon emissions by 2050. One large area of focus is the employee commute. Danielle Glaser shares what this announcement means for the LinkedIn commute program, and dives into how they are continuing to enhance their bike program to get more "butts on bikes."

Recording: <https://commutecon.com/commutecon-2020/danielle-glaser-sustainable-commuting-linkedin>



**Ross key takeaway:**  
LinkedIn is looking at focusing on biking for employees who live within biking distance.

communitytransit

My notes:

LinkedIn is looking to increase biking post-COVID for people who live close to campus.

Some of the things they are doing:

- Bike rooms with white boards, ADA push buttons for doors, bike loaner program – 2 week trial on different bikes with lights, locks, etc.

Recording link: <https://commutecon.com/commutecon-2020/danielle-glaser-sustainable-commuting-linkedin>

## Behavioral TDM

The City of Durham recently received Bloomberg Foundation funding to apply Behavioral Science, Human Centered Design and Rigorous Evaluation to generate innovative solutions to its drive alone problem. In this session, Joseph Sherlock of the Center for Advanced Hindsight discusses the work Durham is doing and planning.

Slides: <https://commutecon.com/commutecon-2020/behavioral-tdm-joseph-sherlock>



**Ross key takeaway:**  
This is a group to keep your eyes on with innovative research and studies to learn from.

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My notes:

- Setting the stage that 15% of US annual emissions are from cars
- A/B test and one group received personalized routes and emails and it worked to move the needle on transportation change for that group
- Working on a Commuter Commitment study

Recording link: <https://commutecon.com/commutecon-2020/behavioral-tdm-joseph-sherlock>

## The state of the American commute

- Scoop's Charlie Knuth researches the cost to attract and retain talent.
- The third leading cause of employee attrition is the time spent commuting. This can't be overlooked.
- Are employers asking their employees the right questions when it comes to smart commute choices? He makes a guide available to you in his presentation.

Sherry key takeaway:  
You'll lose great talent due  
to the length of commutes.  
Employee experience  
matters!



Recording: <https://commutecon.com/commutecon-2020/state-of-the-american-commute>



### Sherry's Notes:

- Talent supplies are competitive.
- Employee experience matters more now than ever.
- Charli talks directly with HR leaders. Markets, Talent Crunch and Overcompetitiveness will all affect new business model post-Covid. They were already on track to do that.
- The length of one's commute is the third top reason why employees leave their jobs, just behind salary and overtime.
- Charlie focuses on working with employers to reduce the cost of turnover.
- How are we using the additional time today that we would normally spend commuting? Some employees say that if they could gain an additional hour of free time each day, they would spend it learning new skills.

Recording link: <https://commutecon.com/commutecon-2020/state-of-the-american-commute>

## Other tidbits from presentations

- Tamika Butler on Transportation Equity
- Cory Tucker – RideAmigos data including A/B testing and surveys
- Waze Carpool – 13 miles in average US commute distance
- Commute.org Program – pool party and referrals were successful
- Ideas 42 – test to riders on game days to change transit habits in Chicago
- Closing keynote by Timothy Papandreu with Emerging Transport Advisors – outlines key factors in sustainable policies and technology. Working from home is the most cost effective commute option.



Other recordings found here: <https://commutecon.com/agenda>



**Thoughts/Questions?**