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
RideAmigos is a vendor who provides software for TDM programs.

Ross has attended since 2017.
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
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
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
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 Papandreou 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?