

Appendix E: WSDOT Updated Incentive Guidance

This guidance establishes standards for grantee's use of state funds administered by WSDOT Public Transportation Division to promote non-single-occupancy-vehicle modes of travel.

This guidance allows grantees the flexibility to identify and implement incentives strategies that align with local needs and conditions. Incentives must be used to encourage change in traveler behavior. (See the Transportation Demand Management Implementation Agreement Guidebook section *Resources for Use of Incentives* for incentivizing a shift in traveler behavior). Programs funded by WSDOT must use incentives to optimize transportation infrastructure and travel behavior. Incentives should be used to influence a shift in mode choice, improve travel time, and increase system efficiency.

As a state agency, the Washington State Department of Transportation (WSDOT) is a careful steward of public funds. When using private, federal or local funds alongside WSDOT funds, WSDOT requires the grantees adhere to the specific incentive guidance from these respective funding sources.¹ Grantees must report incentives expenditures as required in WSDOT reporting.

¹ *Grantees must defer to their internal incentives guidance if more restrictive than WSDOT incentives guidance. In addition, some federal funds such as CMAQ funds which are administered by WSDOT may carry different incentive requirements. In these cases, grantees and WSDOT must defer to federal rules for use of grant funds.*

Appendix F: Resources for Use of Incentives

WSDOT recommends using the Transtheoretical Model of Change (TTM), also known as “Stages of Change,” to encourage a shift in travel behavior. As applied to [sustainable transportation, the five stages of change](#) (Mundorf, Redding, & Paiva, 2018) are listed below, along with recommended incentives to encourage this change.

Consider working with your organization to develop and approve an internal incentive guidance plan.

1. **Pre-contemplation:** ‘I do not regularly use sustainable modes of transport and do not intend to start within the next six months’.

The focus of interventions at this stage should be primarily on building awareness and normalizing non-drive-alone modes by providing incentives such as:

- Imagery and tools to help individuals visualize their changed life.
- Food at awareness and education events.
- Rewards such as retail gift cards for sustainable transportation users to share their personal testimonies, including positive behavior change stories.
- Educational items that highlight the advantages of the desired behavior and the disadvantages of driving alone (health benefits, environmental benefits, monetary benefits).

2. **Contemplation:** ‘I am thinking about using sustainable transport regularly within the next six months’.

The focus of interventions at this stage should be on helping individuals to visualize the behavior change and set goals with incentives such as:

- Promotional “nudge” materials such as water bottles, tote bags, or wearables.
- Rewards such as retail gift cards or raffle entry for prizes, such as a new bike, to incentivize pledges or public commitments to the behavior change.
- Educational materials about the benefits and/or functional process (i.e., individualized travel route maps). Incentivize the development of wayfinding skills.
- Incentives like rainproof panniers, backpacks or umbrellas provided to sustainable transportation users to encourage them to share their stories and serve as role models or “travel buddies” to new users.

- Food and promotional items like safety gear can be used to encourage attendance at educational events or skill building trainings; trainings should be free to attend.

3. **Preparation:** ‘I plan to use sustainable transportation regularly within the next 30 days’.

The focus of interventions at this stage should be on providing the tools and information that individuals need to actually implement the new behavior, such as:

- Bus passes, rideshare credits, gas cards for carpoolers or vanpoolers.
- Retail gift cards or prizes to reward first time use or early use.
- Safety gear, bicycles or bicycle helmets, walking shoes, rain gear, etc.
- Food and promotional items can be used to encourage attendance at educational events or skill building trainings; trainings should be free to attend.
- Pledge programs that incentivize users to consider barriers they may face in the future (child transportation, rainy days, etc) and to develop plans for overcoming them.

4. **Action:** ‘I use sustainable transportation regularly and have been for less than six months’.

The focus of interventions at this stage should be on encouraging individuals to maintain their new behavior by making it easier and more rewarding, with benefits that build or increase over time, such as:

- Multiple raffle entries or points towards prizes that stack with continued use.
- Higher value rewards earned through dedicated and continued use.
- Incentives or rewards for continuing to set new long term goals.
- Incentivize the development of social support networks (e.g., cycling or car sharing clubs).
- Continue encouraging skill building that will allow users to use increasingly sustainable forms of transportation.
- Develop coping skills such as mature pledge programs that incentivize users to consider barriers they may face in the future (child transportation, rainy days, etc) and to develop plans for overcoming them.
- Rewards for committing to long term goals.

5. **Maintenance:** ‘I use sustainable transportation regularly and have for six months or more’.

The focus of interventions at this stage should be encouraging continued use and preventing relapse with incentives such as:

- Transition users from tangible incentives to acknowledgement of health, environmental, and monetary benefits.
- Incentives that encourage these users to share testimonials and serve as role models or “buddies” to new users.
- Leverage normative influence, e.g. boost self-esteem by showing relative behavioral performance compared to others (‘you are in the 90th percentile of sustainable transportation usage’).
- Reward and incentivize users for overcoming barriers they may face in continuing the behavior in the long term.
- Incentives that allow users to overcome these barriers may include rain gear, discounts for family carpool programs, school pools, bicycle repairs, etc.