Washington State
Department of Transportation

Public Transportation Grant Guidebook

Appendix K:Incentives standards and guidance

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Public Transportation Division

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K.1 Incentives standards

The following standards apply to grantees using state funds administered by WSDOT's Public Transportation Division to promote non-SOV modes of travel. These standards allow grantees flexibility to identify and implement incentives strategies that align with local needs and conditions.

If your program is funded by WSDOT and includes incentives, those incentives must be strategically targeted to support transportation system performance. As such, you must use incentives to encourage changes in traveler behavior. You should use incentives to influence a shift in mode choice, improve travel time, and enhance overall system efficiency.

As a state agency, WSDOT is a careful steward of public funds. When private, federal, or local funds are used alongside WSDOT funds, grantees must also comply with the specific incentive standards required by each funding source.[1] In addition, you must also report all incentive expenditures as outlined in WSDOT's reporting requirements.

K.2 Stages of Change and recommended incentives

To support the effective use of incentives, WSDOT recommends applying the Transtheoretical Model of Change, also known as the "Stages of Change," to encourage a shift in travel behavior.[2] The five Stages of Change, as applied to sustainable transportation, are outlined below along with recommended incentives to encourage behavior change. You should also consider working with your organization to develop and approve an internal incentive guidance plan.

1. **Contemplation**

   "I'm thinking about using sustainable transportation regularly within the next six months."

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

   - Promotional "nudge" materials (e.g., water bottles, tote bags, or wearables).

[1] Plan for re-purposing CTR funds from this worksite to support TDM during the exemption period, not to exceed four years.
[2] Mundorf, Redding, and Paiva, 2018.

- Rewards (e.g., retail gift cards) or raffle entries for prizes (e.g., a new bike) to incentivize pledges or public commitments to behavior change.
- Educational materials about the benefits and/or functional process (i.e., individualized travel route maps). Use incentives to support the development of wayfinding skills.
- Incentives such as rainproof panniers, backpacks, or umbrellas provided to current sustainable transportation users to encourage them to share their stories and serve as role models or "travel buddies" for new users.
- Food and promotional items such as safety gear can be used to encourage attendance at educational events or skill-building trainings. These trainings should be free to attend.

2. **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 individuals need to implement the new behavior. Examples include:

   - Bus passes, rideshare credits, and gas cards for carpoolers or rideshare participants.
   - Retail gift cards or small prizes to reward first-time or early use of sustainable transportation.
   - Safety and travel gear such as bicycles, bicycle helmets, walking shoes, rain gear, etc.
   - Food and promotional items to encourage participation in educational events or skill- building trainings (trainings should be free to attend).
   - Pledge programs that incentivize users to identify potential future barriers (e.g., child transportation, rainy days) and develop strategies to overcome them.

3. **Action**

   "I use sustainable transportation regularly and have been for less than six months."

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

   - Multiple raffle entries or a points system where participants earn increasing rewards with continued use.

- Higher-value rewards earned through dedicated and continued use of sustainable transportation.
- Incentives or rewards for setting and achieving new long-term travel goals.
- Incentives to develop social-support networks (e.g., cycling or car-sharing clubs).
- Encouragement for skill-building to enable users to adopt increasingly sustainable transportation options.
- Encouragement to develop coping skills through mature pledge programs that help users anticipate and plan for future barriers (e.g., child transportation, rainy days).
- Rewards for committing to long-term goals.

4. Maintenance

"I use sustainable transportation regularly and have for six months or more."

The focus of interventions at this stage is to encourage continued use of sustainable transportation and prevent relapse. Recommended incentives:

- Transitioning users from tangible incentives to acknowledgement of health, environmental, and monetary benefits resulting from their sustained use.
- Incentives that encourage these users to share testimonials and serve as role models or "buddies" to new users.
- Leveraging normative influence (e.g., boost self-esteem by showing relative behavioral performance compared to others. Example: "You're in the 90th percentile of sustainable transportation usage!").
- Rewarding and incentivizing users for overcoming barriers they may face in continuing the behavior in the long term. Incentives include include rain gear, discounts for family carpool programs, school pools, bicycle repairs, etc.

English

Title VI Notice to Public

It is the Washington State Department of Transportation's (WSDOT) policy to assure that no person shall, on the grounds of race, color, national origin, as provided by Title VI of the Civil Rights Act of 1964, be excluded from participation in, be denied the benefits of, or be otherwise discriminated against under any of its programs and activities. Any person who believes his/her Title VI protection has been violated, may file a complaint with WSDOT's Office of Equity and Civil Rights (OECR). For additional information regarding Title VI complaint procedures and/or information regarding our non-discrimination obligations, please contact OECR's Title VI Coordinator at (360) 705-7090.

Americans with Disabilities Act (ADA) Information

This material can be made available in an alternate format by emailing the Office of Equity and Civil Rights at wsdotada@wsdot.wa.gov or by calling toll free, 855-362-4ADA(4232). Persons who are deaf or hard of hearing may make a request by calling the Washington State Relay at 711.

Español

Notificación de Titulo VI al Público

La política del Departamento de Transporte del Estado de Washington (Washington State Department of Transportation, WSDOT) es garantizar que ninguna persona, por motivos de raza, color u origen nacional, según lo dispuesto en el Título VI de la Ley de Derechos Civiles de 1964, sea excluida de la participación, se le nieguen los beneficios o se le discrimine de otro modo en cualquiera de sus programas y actividades. Cualquier persona que considere que se ha violado su protección del Título VI puede presentar una queja ante la Oficina de Equidad y Derechos Civiles (Office of Equity and Civil Rights, OECR) del WSDOT. Para obtener más información sobre los procedimientos de queja del Título VI o información sobre nuestras obligaciones contra la discriminación, comuníquese con el coordinador del Título VI de la OECR al (360) 705-7090.

Información de la Ley sobre Estadounidenses con Discapacidades (ADA, por sus siglas en inglés)

Este material puede estar disponible en un formato alternativo al enviar un correo electrónico a la Oficina de Equidad y Derechos Civiles a wsdotada@wsdot.wa.gov o llamando a la línea sin cargo 855-362-4ADA(4232). Personas sordas o con discapacidad auditiva pueden solicitar la misma información llamando al Washington State Relay al 711.

한국어-Korean

제6조 관련 공지사항

워싱턴 주 교통부(WSDOT)는 1964년 민권법 타이틀 VI 규정에 따라, 누구도 인종, 피부색 또는 출신 국가를 근거로 본 부서의 모든 프로그램 및 활동에 대한 참여가 배제되거나 혜택이 거부되거나, 또는 달리 차별받지 않도록 하는 것을 정책으로 하고 있습니다. 타이틀 VI에 따른 그/그녀에 대한 보호 조항이 위반되었다고 생각된다면 누구든지 WSDOT의 평등 및 민권 사무국(OECR)에 민원을 제기할 수 있습니다. 타이틀 VI에 따른 민원 처리 절차에 관한 보다 자세한 정보 및/또는 본 부서의 차별금지 의무에 관한 정보를 원하신다면, (360) 705-7090으로 OECR의 타이틀 VI 담당자에게 연락해주십시오.

미국 장애인법(ADA) 정보

본 자료는 또한 평등 및 민권 사무국에 이메일 wsdotada@wsdot.wa.gov 을 보내시거나 무료 전화 855-362-4ADA(4232)로 연락하셔서 대체 형식으로 받아보실 수 있습니다. 청각장애인은 워싱턴주 중계 711로 전화하여 요청하실 수 있습니다.

русский-Russian

Раздел VI Общественное заявление

Политика Департамента транспорта штата Вашингтон (WSDOT) заключается в том, чтобы исключить любые случаи дискриминации по признаку расы, цвета кожи или национального происхождения, как это предусмотрено Разделом VI Закона о гражданских правах 1964 года, а также случаи недопущения участия, лишения льгот или другие формы дискриминации в рамках любой из своих программ и мероприятий. Любое лицо, которое считает, что его

средства защиты в рамках раздела VI были нарушены, может подать жалобу в Ведомство по вопросам равенства и гражданских прав WSDOT (OECR). Для дополнительной информации о процедуре подачи жалобы на несоблюдение требований раздела VI, а также получения информации о наших обязательствах по борьбе с дискриминацией, пожалуйста, свяжитесь с координатором OECR по разделу VI по телефону (360) 705-7090.

Закон США о защите прав граждан с ограниченными возможностями (ADA)

Эту информацию можно получить в альтернативном формате, отправив электронное письмо в Ведомство по вопросам равенства и гражданских прав по адресу wsdotada@wsdot.wa.gov или позвонив по бесплатному телефону 855-362-4ADA(4232). Глухие и слабослышащие лица могут сделать запрос, позвонив в специальную диспетчерскую службу штата Вашингтон по номеру 711.

tiếng Việt-Vietnamese

Thông báo Khoản VI dành cho công chúng

Chính sách của Sở Giao Thông Vận Tải Tiểu Bang Washington (WSDOT) là bảo đảm không để cho ai bị loại khỏi sự tham gia, bị từ khước quyền lợi, hoặc bị kỳ thị trong bất cứ chương trình hay hoạt động nào vì lý do chủng tộc, màu da, hoặc nguồn gốc quốc gia, theo như quy định trong Mục VI của Đạo Luật Dân Quyền năm 1964. Bất cứ ai tin rằng quyền bảo vệ trong Mục VI của họ bị vi phạm, đều có thể nộp đơn khiếu nại cho Văn Phòng Bảo Vệ Dân Quyền và Bình Đẳng (OECR) của WSDOT. Muốn biết thêm chi tiết liên quan đến thủ tục khiếu nại Mục VI và/hoặc chi tiết liên quan đến trách nhiệm không kỳ thị của chúng tôi, xin liên lạc với Phối Trí Viên Mục VI của OECR số (360) 705-7090.

Thông tin về Đạo luật Người Mỹ tàn tật (Americans with Disabilities Act, ADA)

Tài liệu này có thể thực hiện bằng một hình thức khác bằng cách email cho Văn Phòng Bảo Vệ Dân Quyền và Bình Đẳng wsdotada@wsdot.wa.gov hoặc gọi điện thoại miễn phí số, 855-362- 4ADA(4232). Người điếc hoặc khiếm thính có thể yêu cầu bằng cách gọi cho Dịch vụ Tiếp âm Tiểu bang Washington theo số 711.

Arabic - الغ َرب ِيَّة

في ضمان عدم استبعاد أي شخص، على أساس العرق أو اللون أو االصل القومي من المشاركة في أي من (WSDOT) إشعار للجمهور تتمثل سياسة وزارة النقل في والية واشنطن 6العنوان ويمكن ألي شخص 1964.برامجها وأنشطتها أو الحرمان من الفوائد المتاحة بموجبها أو التعرض للتمييز فيها بخالف ذلك، كما هو منصوص عليه في الباب السادس من قانون الحقوق المدنية لعام للحصول على معلومات إضافية بشأن إجراءات . التابع لوزارة النقل في والية واشنطن(OECR)يعتقد أنه تم انتهاك حقوقه التي يكفلها الباب السادس تقديم شكوى إلى مكتب المساواة والحقوق المدنية أو بشأن التزاماتنا بعدم التمييز بموجب الباب السادس، يرجى االتصال بمنسق الباب/الشكاوى و السادس في مكتب المساواة والحقوق المدنية على الرقم 7090-705 (360).

معلومات قانون االمريكيين ذوي اإلعاقة (ADA)

:أو عن طريق االتصال بالرقم المجاني,wsdotada@wsdot.wa.govيمكن توفير هذه المواد في تنسيق بديل عن طريق إرسال رسالة بريد إلكتروني إلى مكتب المساواة والحقوق المدنية على 855-362-4ADA (4232) يمكن لألشخاص
على الرقم Washington State Relayالصم أو ضعاف السمع تقديم طلب عن طريق االتصال بخدمة 711.

中文 – Chinese

《权利法案》Title VI公告

<華盛頓州交通部(WSDOT)政策規定，按照《1964　年民權法案》第六篇規定，確保無人因種族、膚色或國籍而被排除在WSDOT任何計畫和活動之外，被剝奪相關權益或以其他方式遭到歧視。如任何人認為其第六篇保護權益遭到侵犯，則可向WSDOT的公平和民權辦公室(OECR)提交投訴。如需關於第六篇投訴程式的更多資訊和/或關於我們非歧視義務的資訊，請聯絡OECR的第六篇協調員，電話 (360) 705-7090。

《美国残疾人法案》(ADA)信息

可向公平和民權辦公室發送電子郵件wsdotada@wsdot.wa.gov或撥打免費電話

855-362-4ADA(4232)，以其他格式獲取此資料。听力丧失或听觉障碍人士可拨打711联系Washington州转接站。

Af-soomaaliga – Somali

Ciwaanka VI Ogeysiiska Dadweynaha

Waa siyaasada Waaxda Gaadiidka Gobolka Washington (WSDOT) in la xaqiijiyo in aan qofna, ayadoo la cuskanaayo sababo la xariira isir, midab, ama wadanku kasoo jeedo, sida ku qoran Title VI (Qodobka VI) ee Sharciga Xaquuqda Madaniga ah ah oo soo baxay 1964, laga saarin ka qaybgalka, loo diidin faa'iidooyinka, ama si kale loogu takoorin barnaamijyadeeda iyo shaqooyinkeeda. Qof kasta oo aaminsan in difaaciisa Title VI la jebiyay, ayaa cabasho u gudbin kara Xafiiska Sinaanta iyo Xaquuqda Madaniga ah (OECR) ee WSDOT. Si aad u hesho xog dheeraad ah oo ku saabsan hanaannada cabashada Title VI iyo/ama xogta la xariirta waajibaadkeena ka caagan takoorka, fadlan la xariir Iskuduwaha Title VI ee OECR oo aad ka wacayso (360) 705-7090.

Macluumaadka Xeerka Naafada Marykanka (ADA)

Agabkaan ayaad ku heli kartaa qaab kale adoo iimeel u diraaya Xafiiska Sinaanta iyo Xaquuqda Madaniga ah oo aad ka helayso wsdotada@wsdot.wa.gov ama adoo wacaaya laynka bilaashka ah, 855-362-4ADA(4232). Dadka naafada maqalka ama maqalku ku adag yahay waxay ku codsan karaan wicitaanka Adeega Gudbinta Gobolka Washington 711.

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Español - Spanish

Servicios de traducción

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tiếng Việt-Vietnamese

các dịch vụ dịch thuật

Nếu quý vị không hiểu tiếng Anh, quý vị có thể yêu cầu dịch vụ trợ giúp ngôn ngữ, miễn phí, bằng cách gọi số 360-705-7921 hoặc email cho chúng tôi tại: PubTrans@wsdot.wa.gov

한국어-Korean

번역 서비스

영어로 소통하는 것이 불편하시다면, 360-705-7921 으로 전화하시거나 다음 이메일로 연락하셔서 무료 언어 지원 서비스를 요청하실 수 있습니다: PubTrans@wsdot.wa.gov

русский-Russian

Услуги перевода

Если вам трудно понимать английский язык, вы можете запросить бесплатные языковые услуги, позвонив по телефону 360-705-7921 или написав нам на электронную почту: PubTrans@wsdot.wa.gov

Arabic - اَلْعَرَبِيَّةُ

الترجمة دمات خ

عن اللغوية المساعدة خدمات طلب ًنا مجا فيمكنك ،الإنجليزية اللغة فهم في صعوبة تجد كنت إذا

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Af-soomaaliga - Somali

Adeegyada Turjumaada

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中文 – Chinese

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