

BRINK

BRINK

BRINK

Leslie Carlson
leslie@brinkcomm.com
503.805.5560

Mike Westling
mike@brinkcomm.com
503.498.8161

**urban
innovation**



PORTLAND
STREETCAR



Drive
Oregon

Innovation in Electric Mobility

Inspiring Private & Public
Entrepreneurship,
Getting Projects Done,
and Having Fun



Gabe Klein with
David Vega-Barachowitz
Foreword by Robin Chase



**urban
innovation**

Behavior change



Networks



Social networks

Takeaways

- Identify formal/informal social and organizational networks
- Use these networks like media or social media

Competition



Competition



Starbucks to Pit Stores Against Each Other to Save Energy

by Paula Forbes Aug 1, 2012, 12:20p | 1 COMMENT

[f SHARE](#) [TWEET](#)



Competition

TIME TO THROW DOWN.



BIKE COMMUTE CHALLENGE



SEPTEMBER 2011: We invite YOU to take up the challenge at BIKECOMMUTECHALLENGE.COM



Drive less.
Save more.
www.drivelessand.savemore.com



Competition

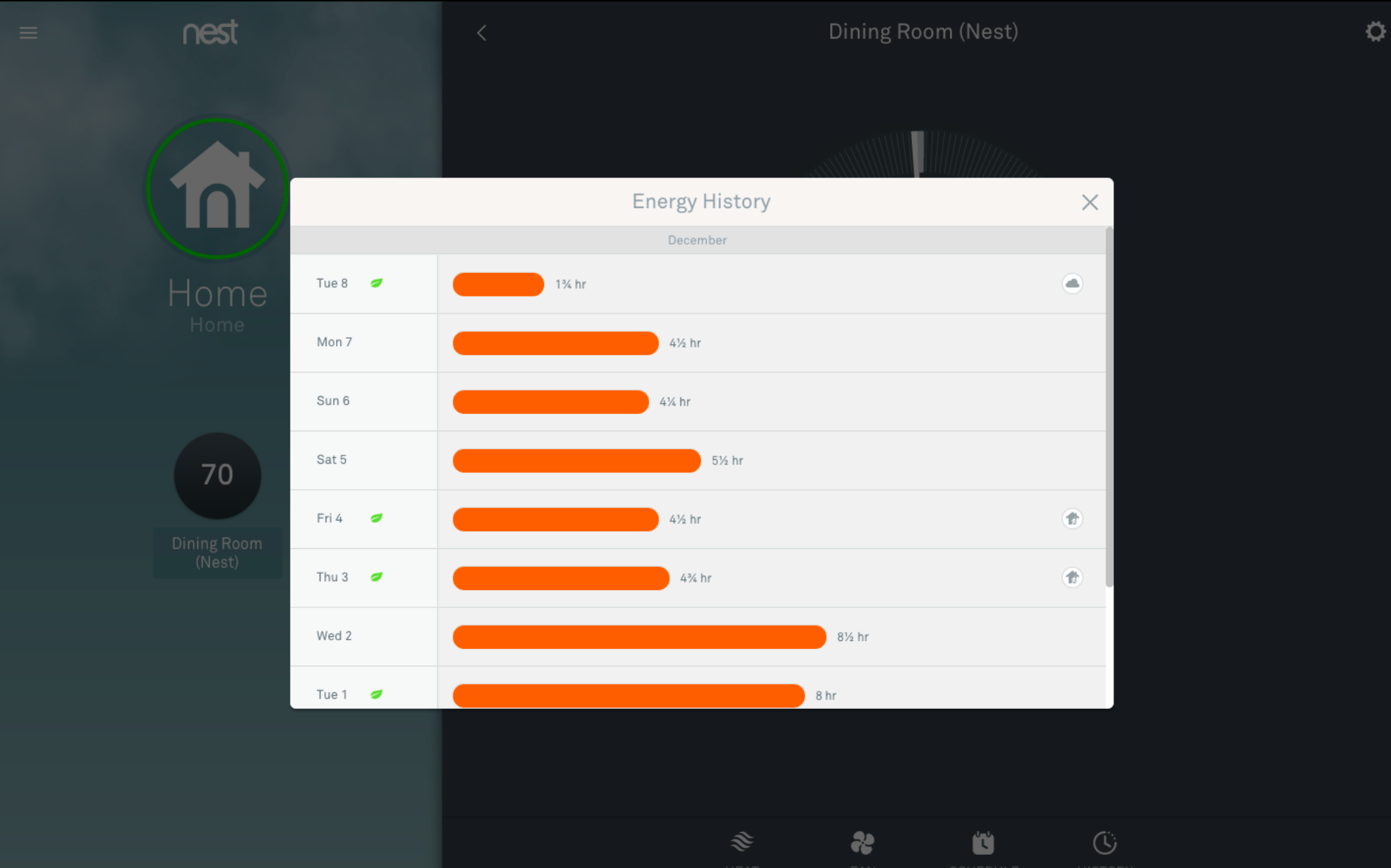
Takeaways

- Use competition to spur behavior change
- Reward people along the way
- Make progress visible to individuals and groups

Feedback



Feedback



Feedback

Takeaways

- Feedback needs to be transparent to individuals & workgroups
- Provided on a regular, timely basis
- Relevant to the behavior you want

Barriers



Barriers



Barriers

Takeaways

- Understand the barriers
- If you can't address them, acknowledge them
- Work over the long-term to remove them
- Align your campaign to the removal of barriers
- Align your campaign to new incentives

Incentives



Incentives

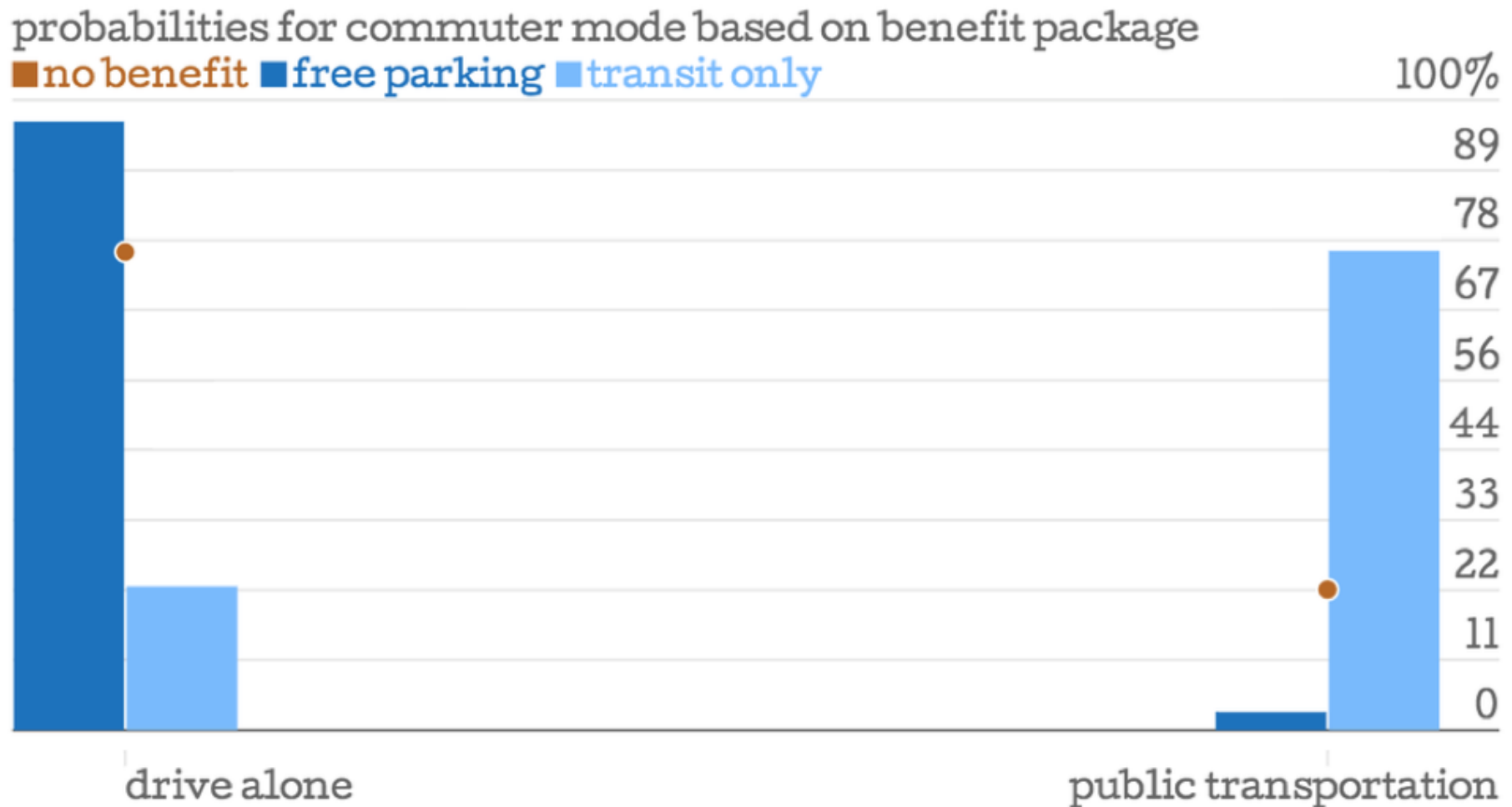
Takeaways

- Create short-term and long-term incentive strategies
- Give incentives time to work

Disincentives

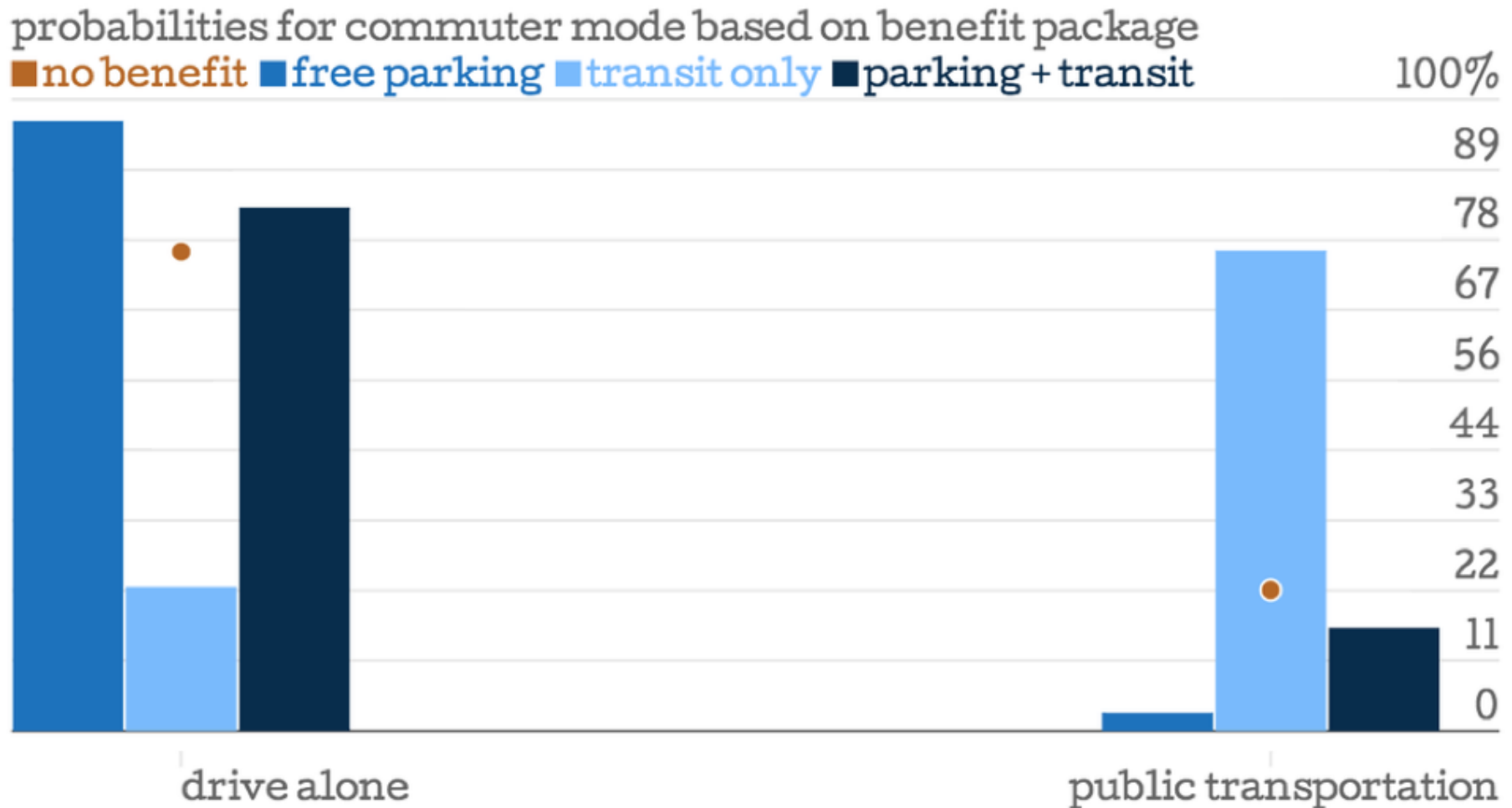


Disincentives



SOURCE: Hamre & Buehler (2014), Journal of Public Transportation

Disincentives



SOURCE: Hamre & Buehler (2014), Journal of Public Transportation

Disincentives

Takeaways

- Pricing works
- Align your organization's pricing disincentives with your campaign

Case Study: Panasonic



Recap

- Identify your networks
- Spur competition
- Share feedback
- Remove barriers
- Introduce incentives (and disincentives)
- Create a plan for implementation

Discussion



BRINK

Leslie Carlson
leslie@brinkcomm.com
503.805.5560

Mike Westling
mike@brinkcomm.com
503.498.8161