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**Presentation Title:** Shifting Transportation Behaviors Through The Oahu Commute Challenge

**Abstract:** With relatively dense development due to the natural boundaries of ocean and mountains, Honolulu should have a strong population of multi-modal commuters. However, despite decreases in average commute distance (estimated at 6.6 miles), Honolulu commute times continue to increase as residents choose to drive their cars instead of utilizing multi-modal options. Blue Planet Foundation, a Hawaii-based nonprofit committed to ending the use of fossil fuels, launched the inaugural Oahu Commute Challenge in February 2020 to engage Honolulu's commuters around multi-modal transportation. We educated teams from seven local businesses about available mobility options and challenged them to get out of their cars and try new modes. Through sponsored modes, friendly competition, weekly challenges, and prizes, we received an 86% response rate on the daily commute tracking surveys. In one month, the 140 participants eliminated over 7,989 miles of single occupancy vehicle travel. 107 of the 140 participants tried a new mode they had never tried before and 13% of participants stated that the commute challenge had changed their primary commute mode. A social media challenge expanded our reach and created a colorful opportunity for participants to engage with their coworkers, family, and peers on transportation topics. Open-ended response and experience questions have provided a vast pool of data to help inform not only future challenges but also infrastructure improvements, policies, and employer TDM programs. At BECC, we will report results from the first year of program implementation and discuss how we plan to build on the first years' success by expanding and directly targeting those commuters most likely to be able and willing to shift their commute patterns. We hope to share our experiences to better inform the creation of impactful transportation-focused behavior change programs.