



Rachel Cook & Dot Dalziell

Earn as you burn

Trialling incentives to walk or bike to work

Living Streets Aotearoa



Earn as you burn

- trialing incentives to walk or bike to work



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Context



- 2006 Move to Waitakere Central
- Travel Plan
 - carpool, car parks
 - PT subsidy
 - Bike shed & pool bikes
- However - no rewards or incentives for walking and biking



Why a rewards programme



- Hearts and minds
- Equity
- Feasibility
- Encouragement





Greenshoes

Walking & Biking Rewards



What is Greenshoes



- Jumpstart – walk or bike to work at least one day per week for five consecutive weeks
- Annual Programme – walk or bike to work 25, 50, 75 or 100 days per week and receive a reward as each threshold is reached
- Rewards relevant to walking & biking, and with a sustainable focus



Programme Development



- Concept and customer definition
- Internal sell and sign off
- Framework – conditions, join fee
- Web and database support
- Marketing – logo/brand focus
- Management & parallel support



Timeframe (2-3 months)



- Concept building and testing, research (4 weeks)
- Branding, web content and build (3 weeks)
- Back end database (SQL) (3 - 5 days)
- Launch event organisation (1- 2 weeks)
- Programme management, monitoring, analysis and rewards implementation (2-3 days/month)



Key Messages



- Brand values – fun, choice, freedom
- You can make active choices to/from work, multi-mode
- Small efforts count as much as large efforts
- Take it into the rest of your life - normalise it, make it a habit





Greenshoes
Walking & Biking Rewards

Earn as U burn

**Choice
Fun
Freedom**

Sign up for **Greenshoes** – Walking & Biking Rewards and start earning rewards today*.

Get more **exercise** into your week, save money, **burn** some carbs and make your footprint **green**.

The more effort you put in, the better the rewards.

Rewards include: biking gear, sports gift vouchers, walking gear and vouchers.

For further info about Greenshoes walking & biking see: [On the Go pages on the Green](#)

travel plan on the go!

*Terms & Conditions apply. *Excludes walking & biking on the same day. All rewards are subject to availability. You must reach at least 2000 steps or more per day to be eligible for the reward. A daily 20% off fuel. 2000+ steps per day. *Excludes walking & biking on the same day.



Waitakere City Council
Te Taiao o Waitakere

Development Costs



- Project manager time (3 weeks)
- Communications staff time (1 week)
- Brand development (1 week)
- Database & web (2 weeks)
- Launch event, manage, hire & food



Management Costs



- Events (2 x breakfast prizegivings)
- Spot prizes (sponsored)
- Rewards (around \$5,000 p.a.)
- Evaluation (1 week)
- Communications (1 day/month)
- Cost/benefit ratio high c.f. other travel plan initiatives



Results



- Effective social marketing
- Rewards relevant
- More active travel by participants
- Growing numbers
- Appeals to wide range: age, gender, motivation, activity level
- Range of benefits reported



Results



What we don't yet measure:

- Gross Happiness Product

“I am thoroughly enjoying the experience. It has been good for my health, my mental state and helped me think differently for my family as well.”

A participant comments on affect of Greenshoes programme on her behaviour, thoughts, feelings



Social Marketing Outcomes



Celebration
Reward
Inspiration
Promotion
Education
Sustainability!



Challenges, Issues & Lessons Learnt - Development



- SMT support - CEO as sponsor
- IT – clarify back end requirements and good test data set
- Multiple site management – champions, admin issues
- Development and management continuity
- Launch profile and timing



Challenges, Issues & Lessons Learnt - Management



- Balance a manageable rewards range
With range of motivating factors:

Planetary consciousness, *fitness*, *health*,
sociability, *stress release*, *spiritual*
wellbeing, *curiosity*, status, *flexibility*, *self*
sufficiency...

requiring range of rewards.



Is this a good travel plan tool?



- Low cost, effective
- Supported by facilities
- Portable

Thank you.

