



Bloomberg Mayors Challenge Grant

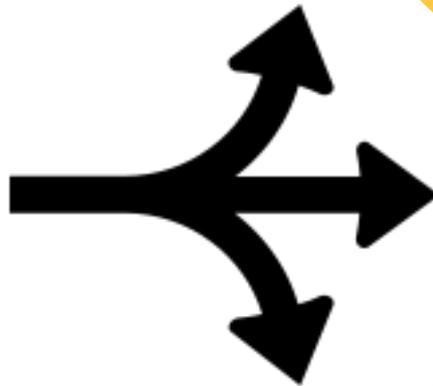
June 7, 2018

Mayors Challenge Grant

AGENDA

- Overview
- Durham's Challenge
- Strategy 1: Personalized Route
- Strategy 2: Parking Cash Out
- Strategy 3: Bus Lottery
- City Council Presentation – Work Session
June 7th

Durham's Challenge



Durham's Challenge (cont'd)

- Parking in Durham's surface lots and garages continues to be in high demand.
- There currently remains a subsidy in parking cost:

Parking Subsidy	City	Market	
Monthly Permit	\$80	\$110	(\$30)
Reserved Mo. Permit	\$95	\$160	(\$55)

- Employee gravel lot parking uncertainties.

Building Collaboration



Duke



**CENTER FOR
ADVANCED
HINDSIGHT**

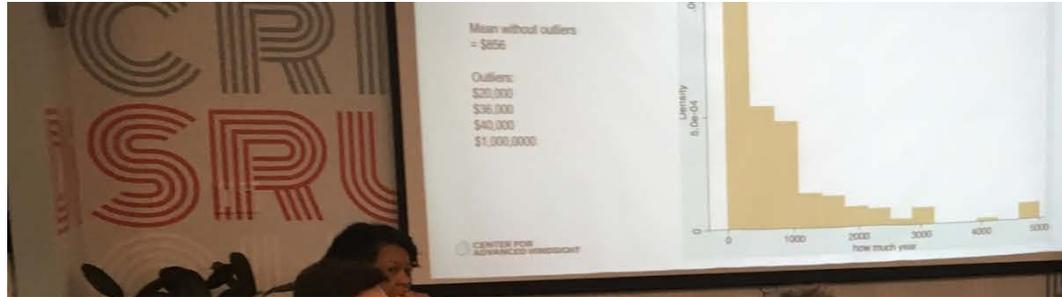
Bloomberg Champion Cities Snapshot

- **Cary, NC:** Going Underground to Tackle the Opioid
- **Austin, TX:** Using Blockchain to Vouch for Identities of the Homeless
- **Boulder, CO:** Unlocking Access to Low Carbon Transport
- **Charleston, SC:** Tailored Alerts on Tidal Flooding
- **Cheyenne, WY:** Matching Property Owners with Entrepreneurs to Spur Downtown Redevelopment
- **Detroit, MI:** In-School Academy to Help Youth Stay on Track
- **Fort Collins, CO:** Ushering Rental Housing into the Age of Efficiency
- **Hartford, CT:** Using Gunshot Detection Technology to Support Traumatized Youth
- **South Bend, IN:** Providing Affordable, Reliable Transport for Low-income Workers

Ideas Camp 2018



Taking an experimental approach



Phase one: Rapid Prototyping

Timeline: April 1st – June 4th

Activities: The team works with designers and coders will collaborate with them to build prototypes of the strategies and user test them with Durham commuters.

Outcome: The team will have developed the ideas such that they can be tested with employers in Durham



Phase two: Field testing

Timeline: June 4th – July 31st

Activities: Launching, running and analyzing a field experiment to test the effectiveness of the strategies.

Outcome: Results showing if and how effective the strategies are, leading to a second application to Bloomberg.

Strategy 2: Parking Cash-Out

FEEDBACK

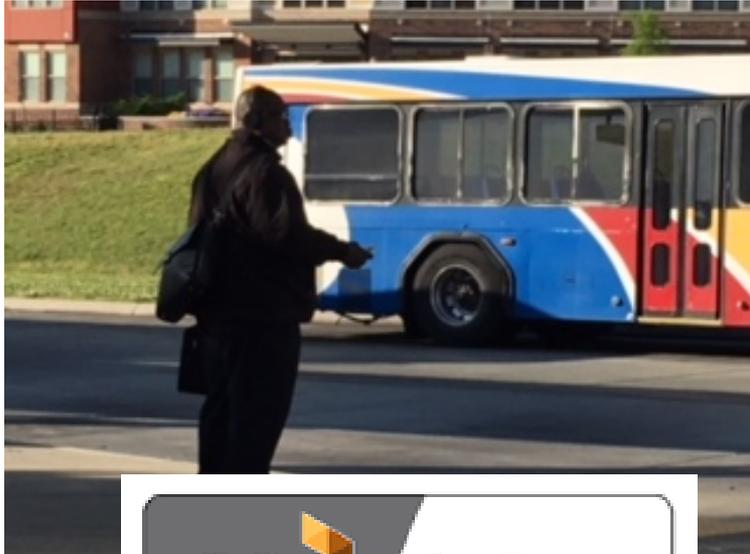
- **350+** people surveyed
- **4** In-depth interviews with HR managers

LEARNINGS

- **\$856/yr. or \$129/mo.** is the median amount desired to cash-out parking
- **63%** want it in their paycheck (but this is feasibly difficult for HR departments)
- **39%** said this was somewhat or extremely likely to change their driving behavior.



Strategy 3: Bus Lottery



FEEDBACK

- **350+** people surveyed

LEARNINGS

- **Weekly prizes** is the most common frequency that people wanted for prizes.
- **\$163** average cash prize people cited as being motivating
- **39%** also said this was somewhat or extremely likely to increase how often they took the bus to work.

QUESTIONS?

