



Impact level
Basic

INDIVIDUAL BEHAVIOR CHANGE

Just as it sounds, behavior change is the term used to describe the steps and processes, both emotional and logistic, that a person experiences when trying something new. A common example would be when an employee tries bicycling to work for the first time.

How does it apply at the individual level?

While you may often focus on the high level rates of commute behavior at your workforce (e.g., 25% drive alone rate vs. 70% transit rate), any commute change begins at the individual level. An individual must feel empowered to choose an alternative commute mode through education, incentives, and peer support.

How can an employer manage individual behavior change while providing transportation options?

There are many ways to manage individual behavior change. Generally one identifies the type of change required, the tools needed to facilitate that change, and the barriers (emotional or logistic) to the success of that change.

Company Example

W UNIVERSITY *of* WASHINGTON

The University of Washington harnesses the power of motivational interviewing to engage, empathize with, and then empower employees to consider alternative modes of transportation.

Targeting new and relocating employees, the university's online commuter portal provides a platform for employees to request assistance with getting to

and from work. The award winning transportation services team takes it from there; using freely available tools and resources, they provide options that best fit the needs of the employee while also promoting alternative modes of transportation whenever possible.



INDIVIDUAL BEHAVIOR CHANGE CHECKLIST

- Identify the behavior change required
Example: *Susan is interested in biking to work.*

- Identify the tools and resources needed
Example: *Susan requires a bike, a helmet, a bike rack, a locker, a shower, a safe bike route to and from work, and knowledge of the basic rules of the road.*

- Identify the barriers to the success of the change
Example: *Susan has no prior experience biking to work and feels uncomfortable on city streets.*

- Provide sustainable solutions to the barriers
Example: *Pair Susan with a colleague who also bikes to work to try a bike route once or twice and share best practices. Provide subsidized bike maintenance to Susan and all other bicycle commuters in your workforce who commit to biking at least two days a week for 3 months.*

Resources

- [Commute Seattle Resources](#)
- [University of Washington Commute Options Portal](#)

See Onboarding Best Practices