[Nudging the Commute: Using Behaviorally-Informed Interventions to Promote Sustainable Transportation](https://www.hbs.edu/faculty/Pages/item.aspx?num=58363" \t "_blank) (Jessica and Ashley’s paper)

[Applying Behavioural Insights to Transportation Demand Management](https://altaplanning.com/wp-content/uploads/Behavioural-Insights-to-Transportation-Demand-Management_FINAL.pdf)

Five case studies from Center for Advanced Hindsight: [Personalized Routes + Bus Lottery](https://advanced-hindsight.com/case-study/personalized-routes-and-bus-lottery/), [Personalized Routes Phase II (NCCU)](https://advanced-hindsight.com/case-study/north-carolina-central-university-nccu/),  [Parking Pricing](https://advanced-hindsight.com/case-study/parking-pricing/), [Commuter Commitment](https://advanced-hindsight.com/case-study/commuter-commitment/), & [Incentive Study](https://advanced-hindsight.com/case-study/incentives-to-reduce-drive-alone-commutes-a-survey-study/)

[TransitCenter 2016 Who's on Board](https://transitcenter.org/publication/whos-on-board-2016/" \t "_blank) report and media coverage of the [wifi and ridership point](https://www.wired.com/2016/07/public-transit-riders-want-better-service-not-free-wifi/" \t "_blank)

[Four Bold Behavioral TDM Ideas from TRB](https://blog.altaplanning.com/five-bold-behavioral-tdm-ideas-from-trb-10d4197910d6)

[Driving change - how workplace benefits can nudge solo car commuters towards alternative modes](https://wbcsd.sharepoint.com/:b:/g/sd/mobility/EUfnWMtxkktKqzwVmKld8zAB44eiu_cSC5Q3PEBBKhXfrw?e=n40pCy) (MIT Urban Mobility Initiative)

 A study of the impact of real-time arrival data on perceived waiting time from [Seattle](https://nacto.org/wp-content/uploads/2016/04/10-Watkins-Where-is-my-Bus_2010.pdf) and another from [Minneapolis](https://nacto.org/wp-content/uploads/2016/02/1_Fan-et-al-Perception-of-Waiting-Time-at-Transit-Stops-and-Stations_2015.pdf)