ANNEX - FACTSHEET ON INSINC

‘Incentives for Singapore’s Commuters’ (INSINC) comprises a reward system where commuters earn credits proportional to the distance they travel on the rail system with extra credits for shoulder-peak travel.

INSINC aims to reduce peak-hour load by shifting that load to off-peak periods. Thus, not everyone needs to change their commuting habits. Moreover, amongst those who do change, it is sufficient if they do it on one or two days and that too by about 20 to 25 minutes.

Credits are earned based on the start times of commuters’ trips at the MRT stations and the distance of their journeys on the rail system. This will be tracked through commuters’ EZ-Link cards. The main feature of the algorithm is that the more decongestion trips participants make, the more credits they will earn and the higher prizes they can win.

Trips which are made during the shoulder-peak periods 6.30am-7.30am and 8.30am-9.30am on weekdays are considered decongesting trips.

The longer the distance travelled the more credits a participant can earn. To illustrate:

- A "regular" trip – which is any train trip Monday through Friday that is not initiated during the two "decongesting" hours in the morning (see diagram) - will receive 1 credit per kilometer travelled.

- When a participant starts a "decongesting" trip – which is any train trip Monday through Friday that is made during the two "decongesting" hours in the morning i.e. between 6.30am and 7.30am or between 8.30am and 9.30am – they will receive 3 credits per kilometer travelled.

- On “boost days” – where the trial participant chooses one day of the week to "boost" the amount of credits they earn when they take decongesting trips - they will earn 5 credits per kilometre travelled, instead of the standard 3 credits per kilometre travelled. Commuters can change their chosen “boost day” once a month in the Account/Settings tabs.
The reward mechanism favors commuters who make a large number of decongesting shoulder-time trips each week. Based on the number of decongesting trips they make, a commuter is classified as either: Member, Silver, Gold or Platinum.

Commuters in the study can stand to win monetary prizes of a sum ranging from $1 to $100, including individual amounts of $1, $5, $10, $20, $50 and $100.

However, INSINC ensures that a participant who only makes peak trips will earn fewer rewards. They earn fewer credits than they would be shifting to off-peak periods, and they would not achieve higher status levels where the payoff rate ($/credit) is higher.

The credits can be redeemed for prizes via the INSINC website whenever a commuter wishes to do so. Payments are made to prize winners’ EZ-Link cards once a month. Hence, rewards will be available once a month. However, all winnings are shown on the participant’s account in real-time.

Commuters who wish to participate in INSINC can log into https://www.insinc.sg. The public can send their queries regarding INSINC to: team@insinc.sg.