

from: **provost@stanford.edu**

to: team@stanford.edu

date: Mon, May 13, 2013 at 1:20 PM

subject: Capri launch

mailed-by: stanford.edu

Dear friends and colleagues,

Last year I invited you to participate in the Capri (Congestion And Parking Relief Incentives) program, a research project led by Professor Balaji Prabhakar and his team from the Electrical Engineering and Computer Science Departments in collaboration with Stanford's Parking & Transportation Services.

In its first year, Capri focused on reducing peak-hour trips by those who must commute by automobile. Capri participants who avoided peak hour trips earned cash rewards ranging from \$1 to \$50 in a fun online game.

Due to the many enthusiastic participants, the program proved quite successful in reducing peak trips.

I am now pleased to invite you to participate in two exciting extensions that Capri is launching. The first provides incentives for commuters who bike or walk to campus, and so has health and environmental benefits in addition to further reducing congestion. The second is a feature, called Walk'NTalk, which provides incentives for conducting meetings while walking. Walk'NTalk encourages physical activity during an all-too-frequently occurring part of our work -- attending meetings. Stanford is a beautiful campus, blessed with great weather all year round; I encourage you to take advantage of it by walking to improve your health while working with a colleague.

Both of the new Capri features are provided through a smartphone app called My Beats, which is available for iPhone and Android.

I hope you'll consider participating in Capri. How often do you get a chance to participate in a research project, help the environment, the

community and the university, improve your health, and have fun, all at once?

Before enrolling in Capri, staff who drive should confirm with their supervisor that changes in arrival and departure times will not adversely affect their organization. To learn more about the project, enroll, and get instructions for downloading the app, visit the website:

<http://capri.stanford.edu> <<http://capri.stanford.edu>>

Sincerely,

John Etchemendy