The Market Commute

How changing costs and benefits affects choices

GE.1.3 "Explain incentives and how they affect choice."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline three details that change the costs or benefits of a choice. Circle a choice that each detail might influence.

Getting to the Saturday Market

1 On Saturdays, the city of Bellport wants fewer cars near its crowded farmers market. A parking space beside the market now costs $6 for the morning, while the city bus to the market is free. Neither rule forces anyone to ride the bus. Instead, the rules change the costs of two ways to travel. For Dana, who lives next to a bus stop and usually spends $4 on bus fare, free rides save money. Paying to park also makes driving less attractive. Dana begins taking the bus, even though the ride takes ten minutes longer than driving.

2 The change does not work the same way for everyone. Malik sells heavy boxes of peaches at the market, and the bus does not allow his rolling cart. He still drives and pays the $6 parking charge because carrying his stock by bus is not practical. A customer named Jo has a sore knee and prefers the short walk from a parking space to the stalls. Jo keeps driving, too. These choices do not mean the incentives have vanished. Malik and Jo face the same price changes as Dana, but other costs and benefits matter more to them.

3 After several Saturdays, bus ridership grows, but the first bus home is packed. Some shoppers leave the market early to avoid standing with their bags. The city adds a second bus on the busiest route, making the free ride easier to use. Market vendors also offer a small discount to shoppers who bring reusable bags. That discount may encourage shoppers to bring bags, but it will not help Malik carry peach boxes on the bus. Each incentive targets a particular choice, and people weigh it against time, comfort, and what they need to transport.

2 ANSWER WITH EVIDENCE

Use the passage

1. How do the new bus fare and parking charge affect Dana's choice, even though the bus takes longer?

2. Why does Malik keep driving despite the new parking charge?

3. Jo faces the same price changes as Dana. Why might Jo make a different choice?

4. How might adding a second bus affect the choices of shoppers who left early?

3 YOUR TURN

Your own words

Imagine your school wants students to return borrowed sports equipment on time. Propose one incentive, explain how it could change that choice, and give one reason it might not work for everyone. Write 3 to 4 sentences.

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PART 1 · READ AND MARK

Underline three details that change the costs or benefits of a choice. Circle a choice that each detail might influence. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	How do the new bus fare and parking charge affect Dana's choice, even though the bus takes longer?	**The free bus saves Dana the $4 fare, while driving now means paying $6 to park. Those savings outweigh the extra ten minutes for her.**
2	Why does Malik keep driving despite the new parking charge?	**The bus does not allow Malik's rolling cart, so he cannot practically carry his heavy peach boxes on it. He chooses to pay for parking.**
3	Jo faces the same price changes as Dana. Why might Jo make a different choice?	**Because Jo has a sore knee, the shorter walk from parking to the stalls matters more to Jo than the money saved by riding the bus.**
4	How might adding a second bus affect the choices of shoppers who left early?	**A second bus could make the ride home less crowded, so shoppers may be more willing to stay later and take the bus.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

The school could let students who return borrowed sports equipment on time reserve equipment first the next week. Early access would make returning items promptly more valuable to students who want a popular ball or racket. This incentive might not affect students who only borrow equipment once, because they would not benefit from reserving it next week.

Accept explanations that connect a specific incentive to a choice while recognizing that time, comfort, or practical needs can outweigh it. For the open task, accept any plausible incentive with a clear effect on choice and a reasonable limit.