

Voluntary Travel Behaviour Change and the reduction of emissions

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October 2006

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Summary

- ▶ Context - Australia's emission reduction strategy
- ▶ Transport fraternity's reaction: collaboration
- ▶ Two key approaches
 - Social marketing
 - Community development approach
- ▶ Examples of each
- ▶ Thoughts on future directions

[3] **Australia's Approach to Greenhouse Gas Emissions**

- ▶ Kyoto not ratified
- ▶ Greenhouse gas emission targets
- ▶ Greenhouse Gas Abatement Program (GGAP)
 - Application for matching funding for projects reducing emissions by 300,000 tonnes/annum
- ▶ Round 1
 - Many applicants from industry
 - WA government applied for transport (not successful)
- ▶ Round 2
 - States collaborated - successful application

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National Travel Behaviour Change (NTBC) Project

► Involved 4 partners

- Qld, Victoria, SA, ACT
- One bid – 4 approaches
- Separate Agreements between AGO and each state
- 2004 – 2007 Intervention (with evaluation)
- 2008 – 2012 Monitoring period

[5] Before/After Evaluation

- ▶ Measured in km reduction
- ▶ External evaluation – Vic, SA, ACT
- ▶ Self-evaluation – Qld
- ▶ Always before/after, sometimes intermediate (SA)
- ▶ Different methods
 - Travel diaries (paper)
 - Odometer
 - GPS
 - Combination
- ▶ 2008-1012 methodology in progress

[6] Voluntary Behaviour Change 1 - Social marketing

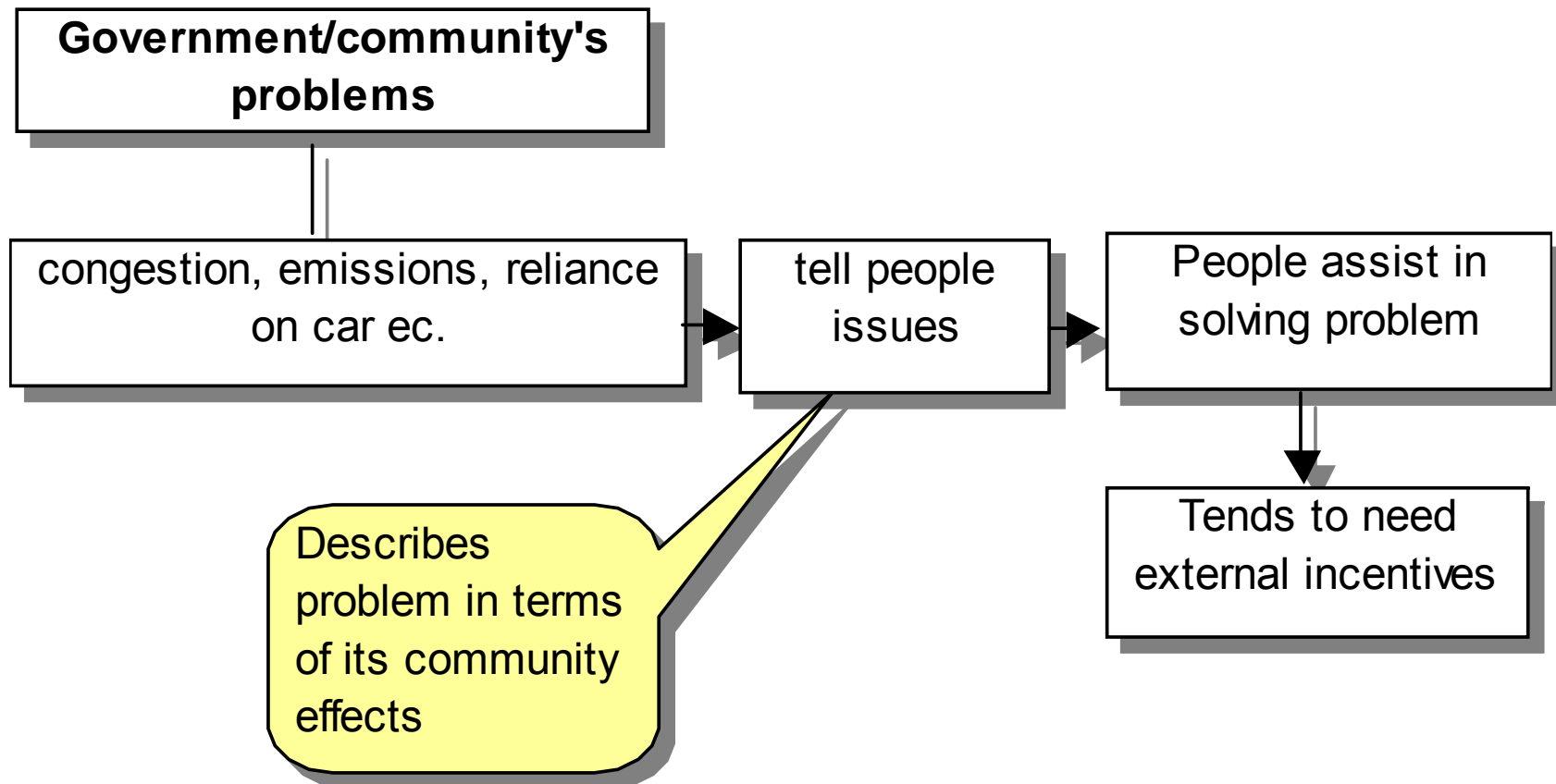
- ▶ Application of marketing to the solution of social and health problems (*Kotler & Zaltman 1971*)

▶ “if marketing encourages people to buy Nike, it can also encourage people to adopt behaviours that will enhance their own and fellow-citizens’ lives”

[7] Social marketing

- ▶ Application to voluntary travel behaviour change
 - Having or designing products that will **influence** behaviour change
 - Focuses on principles of **persuasion**
 - Uses campaign approach
 - e.g. TAPESTRY in the EU, many studies
 - Promoting Cycling, Walking & Public Transport for Health (Sweden)
 - Individualised Marketing – ‘promote environmentally friendly modes’ (international)
 - Targeting the Environmentally Aware (Hertfordshire, UK) – segmentation

Social Marketing Approach



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Approach 2 - Community development

Deming, 1958

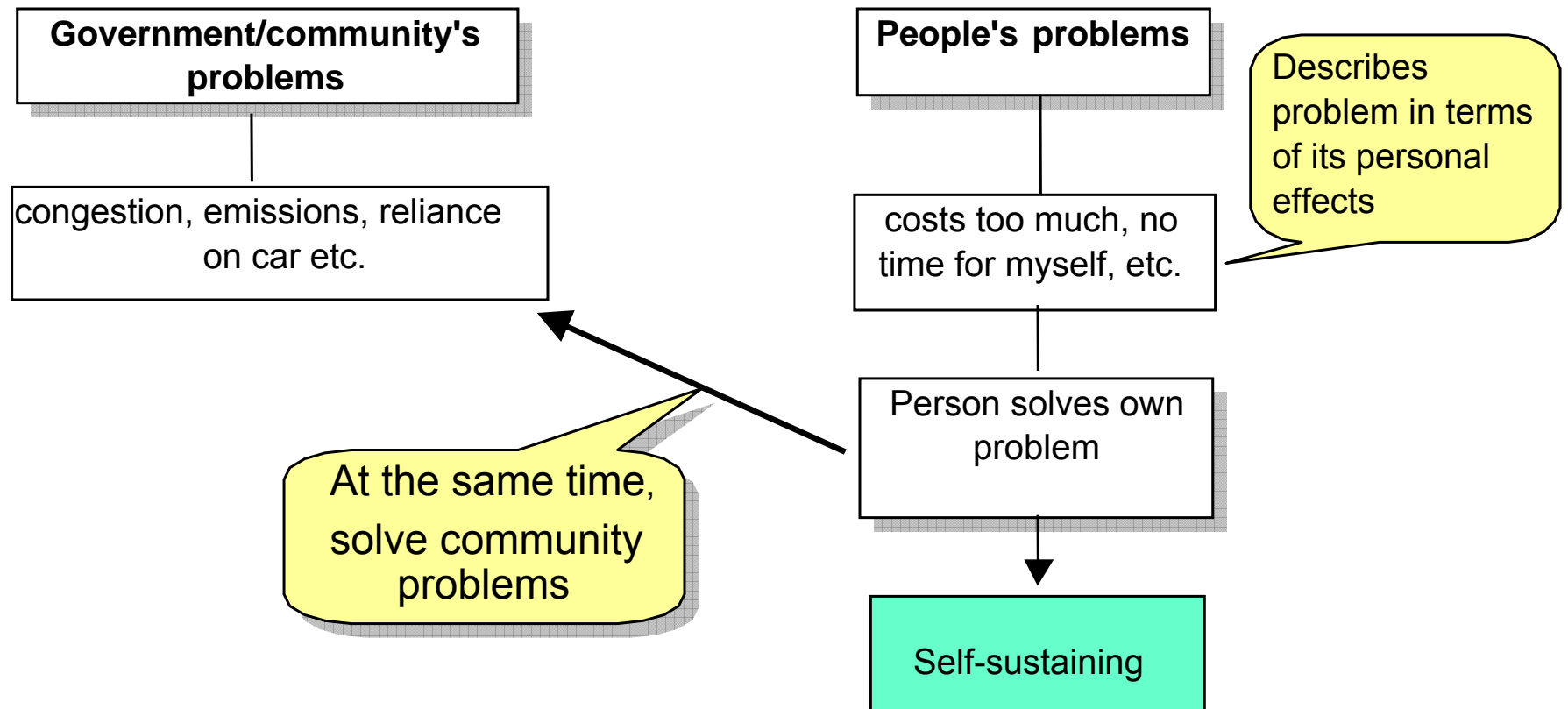
Working with people to 'reflect on their lives and to develop a plan of action for changes

- ▶ A 'bottom-up collaboration'
- ▶ All actions taken for ourselves rather than being passive recipients
- ▶ Outsiders are facilitators

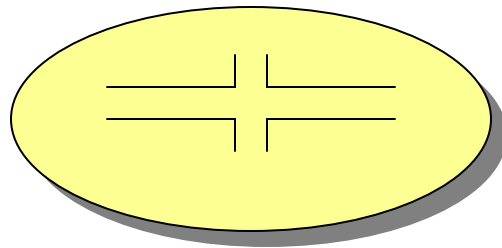
Community development

- ▶ Application to voluntary travel behaviour change
 - Helping people to help themselves
 - Understanding what problems people have
 - Working with them to find a solution
 - Walking more to lose weight
 - The decision makers' goal (emissions reduction, increase in public transport use) is often not discussed

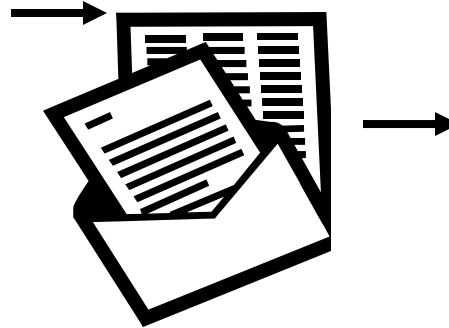
Community Development Approach



Contact Process – both approaches

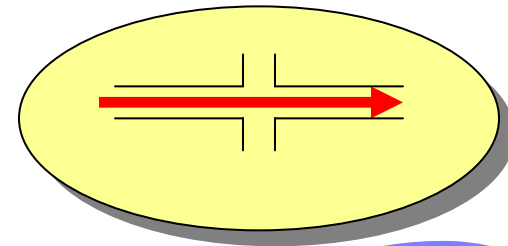


Choose a street



Send a letter to all

- TravelSmart is fewer kms for all
- it is a free, govt. program
- you can call us, or
- we will visit you



Phone all



Yes

Tools/materials sent



No

Visit

Reduced kms

Social marketing

▶ Phone call/visit

- TravelSmart is about improving the environment
- We have a list of things that might help (e.g. train timetables, bike maps, walking guides)
- Which would you like – complete the list
- If you complete the list you will get incentives
 - Umbrella
 - Pedometer
 - Cycling odometer

▶ Delivery – often in visible packs/bags, and hand delivery





Journey Plan

TravelSmart

New South Wales

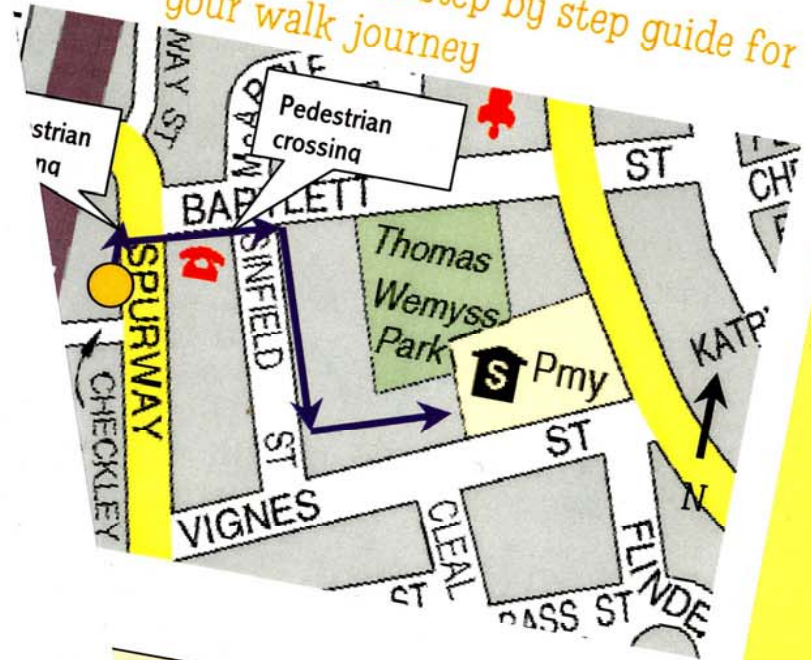
Caitlin

For a trip from home in Ermington to school in Ermington it would be possible to walk



Here are some tips that might help you!

the purple line and your step by step guide for your walk journey



Primary School
Spurway St on left side of road
pedestrian crossing – stay on right
crossing
field
– you will come to the









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The approach brings

- ▶ Reductions in kms
- ▶ Lasting change - Katrina's personal goal
- ▶ Unexpected benefits - for kids
- ▶ Diffusion of the message - Michelle

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The approach brings

- ▶ Reductions in kms
- ▶ Lasting change - Katrina's personal goal
- ▶ Unexpected benefits - for kids
- ▶ Diffusion of the message - Michelle
- ▶ Enjoyable job - Gayle

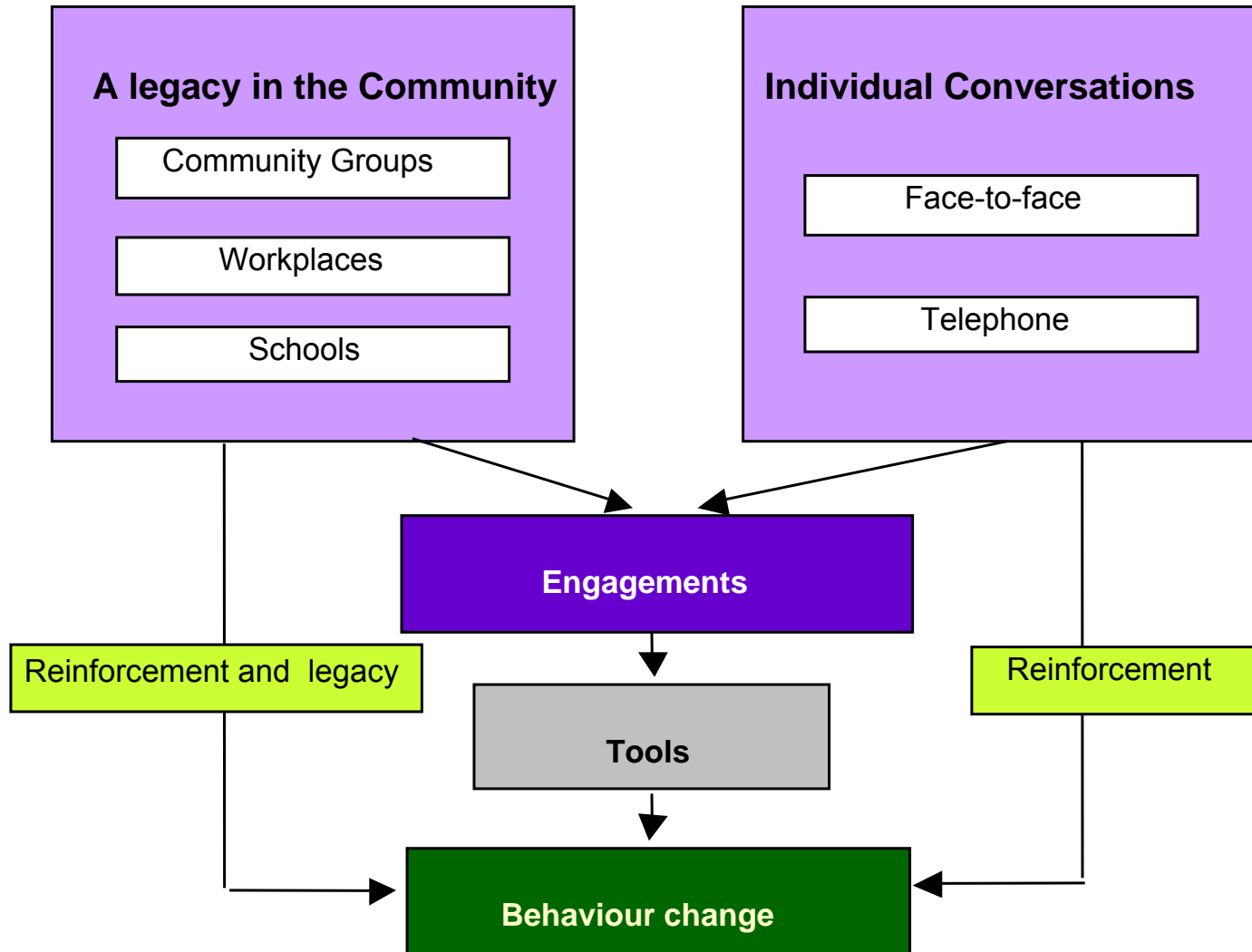
- ▶ Frustrations can be lack of
 - Time
 - Money
 - Health
 - Environmental quality
 - Independence (young)
 - Independence (old)
 - Safety
 - Something else

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Frustrations of Participants

Lack of ...	Total %	Brunswick	Dandenong	Elwood
Time	27%	24%	25%	31%
Environment quality	26%	29%	16%	35%
Health	22%	20%	26%	20%
Money	19%	21%	24%	10%
Independence (old)	4%	3%	6%	3%
Independence (young)	2%	3%	3%	1%
Total	100%	100%	100%	100%

Not just the conversation...



How to create a legacy? Tipping Point principle

- ▶ *“The tipping point: how little things can make a big difference”* – Malcolm Gladwell, 2000

- ▶ Key features:

- ▶ A dramatic moment when everything changes
 - ‘Virus-like’ – social, behavioural and business changes can be contagious
 - Small number of people start behaving differently – spread to others
 - Little changes – big effects

Principles underpinning systems that tip

- The Law of the Few
 - ▶ people and their connections
- 'Stickiness' factor
 - ▶ power of the message
- The Power of Context
 - ▶ changes in the environment
- The Size of the Group
 - ▶ limiting or enabling factor to tipping

Most important – Law of the Few

- Only need a few people to make systems ‘tip’ and these few have special qualities
 - Know lots of people across different contexts (Connectors)
 - Information brokers, holders of knowledge (Mavens)
 - Powerful and persuasive personalities (Salesmen)
- ▶ Change is happening
 - Schools
 - Community

Issues to consider

- Emission reduction is aim
- Km reduction is measurement criterion. Correct?
- Behavioural change principles show that environmental values are not always the trigger
- Is the context of travel behaviour big enough?
- If not, how do we expand?
- What about legacies?

- Change happens