



# **Towards a zero carbon transport system: changing our travel behaviours**

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# Today's presentation



Where do we  
need to get  
to?

A guide for  
how we  
influence our  
travel  
choices...

Four building  
blocks to  
support  
behaviour  
change



# Where do we need to get to?

We use the most efficient travel options for how we move around our city centres, suburbs and towns

Walking and cycling (and other micromobilities) is the first choice for our local trips

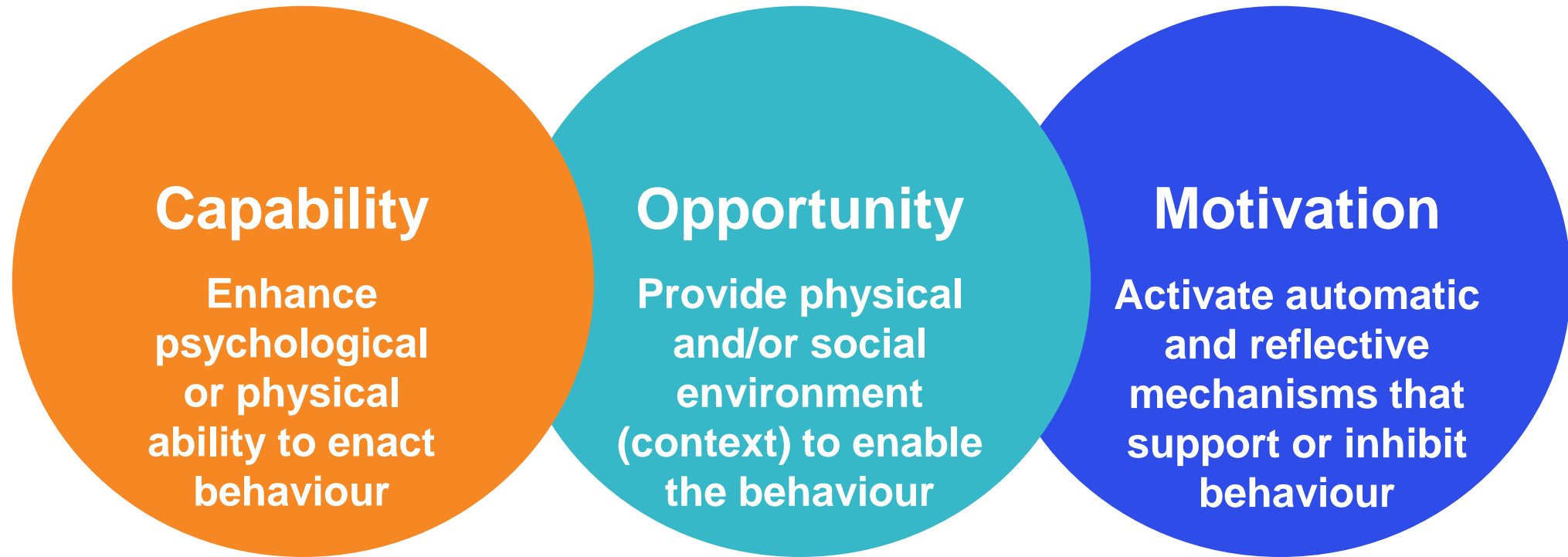
Highly complex

What conditions do we need to have in place for large-scale changes in our travel behaviour?

The ultimate Travel Demand Management strategy

# A guide for how we change our travel choices

## COM-B, a behavioural model...



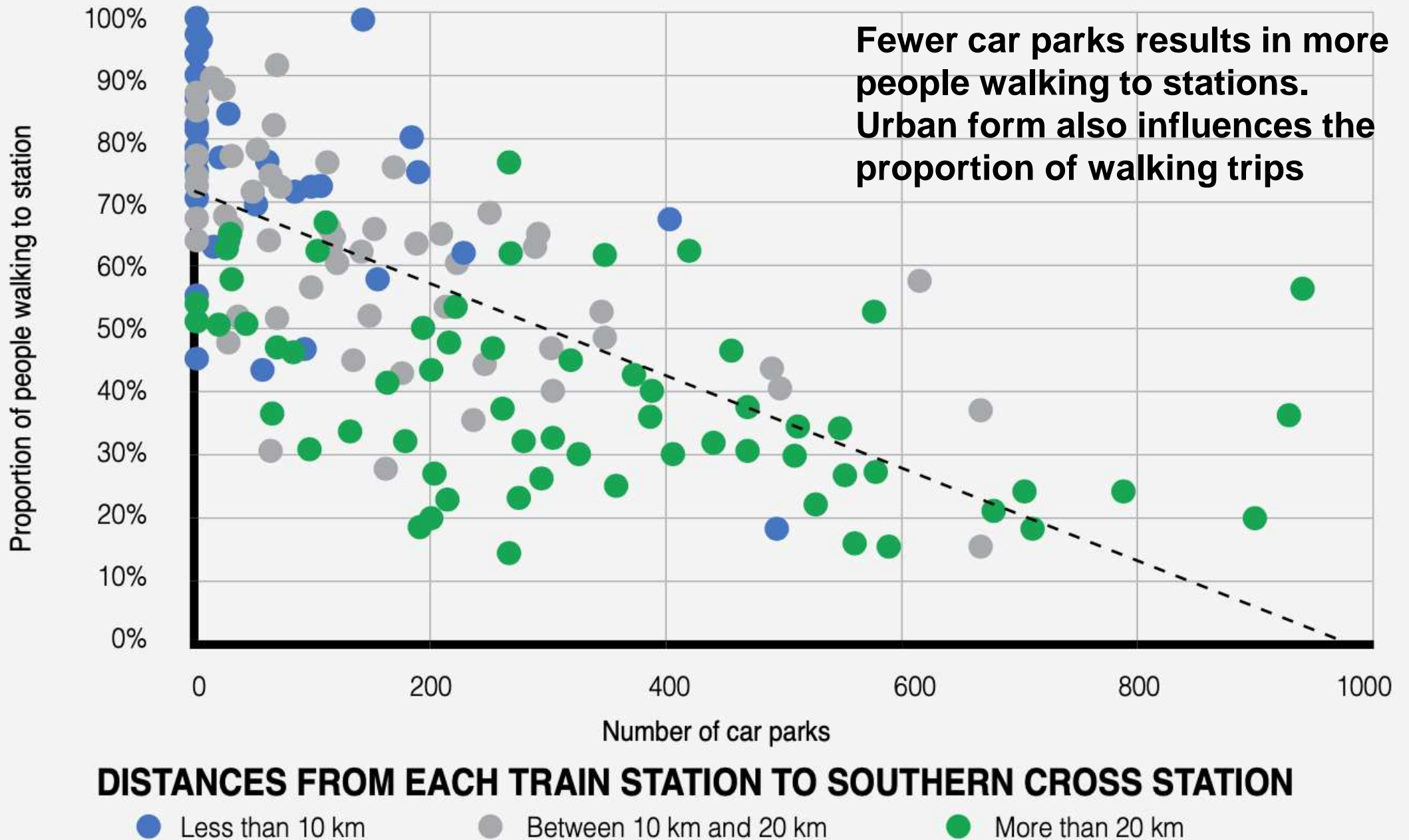


Opportunity

Motivation

# Car parking – reduce and manage







Capability

Opportunity

Motivation



Reduce traffic speeds

Photo credit: James Brickwood



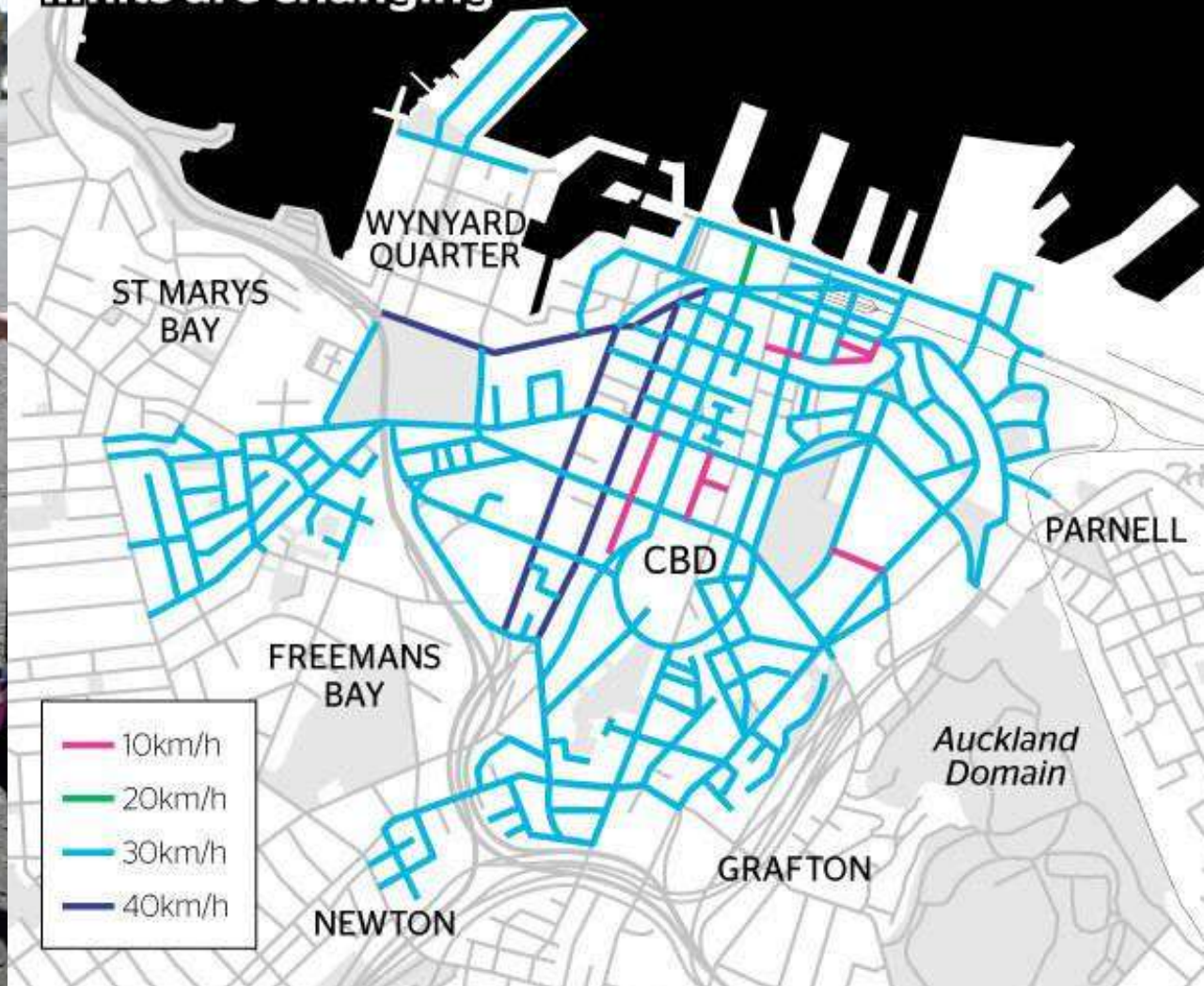


## Wales proposes default 20mph speed

Photo credit: Living Streets UK

# Auckland's new speed limits

From June 30 some of central Auckland's speed limits are changing



Source: Auckland Transport. Herald Network graphic



Opportunity

Motivation

# Reallocate road space for more walking and cycling





# BikeSpot 2020

**76%**

of 'Safe Spots' relate  
to cycling away from  
motor vehicle traffic

**75%**

of 'Unsafe Spots'  
relate to unsafe  
cycling  
infrastructure

**65%**

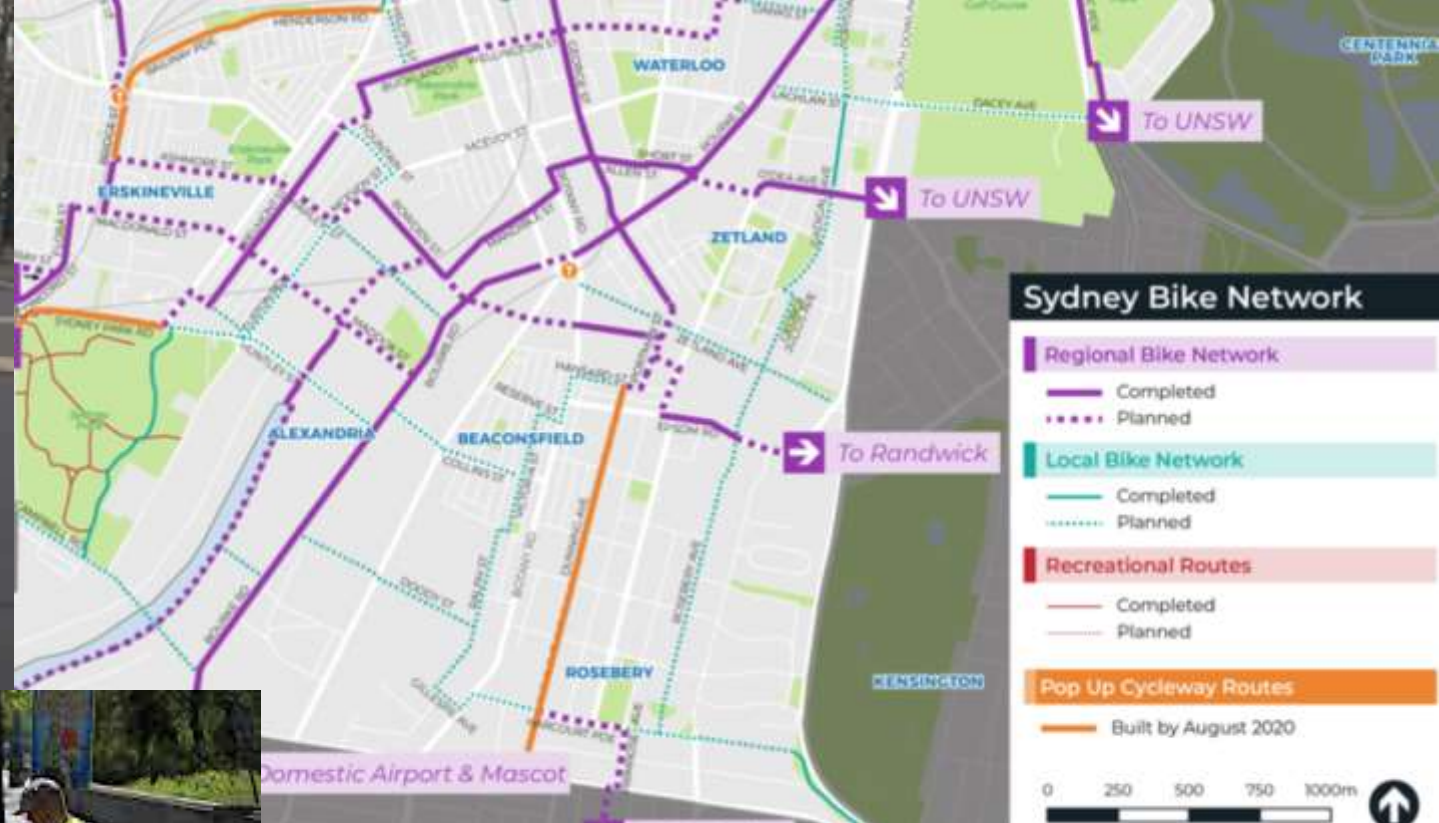
of 'Unsafe Spots'  
submitted by *drivers*  
show they want  
space too



Covid-19 has helped us re-prioritise

Turn temporary into permanent

Support local neighbourhood walking and cycling, not just city centres



## Fast-tracking 40 kilometres of new bike lanes in Melbourne

Monday, 15 June 2020

The City of Melbourne is working to fast-track the delivery of kilometres of bike lanes to help people travel safely and support city businesses to recover from the COVID-19 pandemic.



Capability

Opportunity

Motivation

# Behavioural interventions



WE ARE A WALKING SCHOOL

NUMBER OF WALKING TRIPS THIS WEEK:

9237



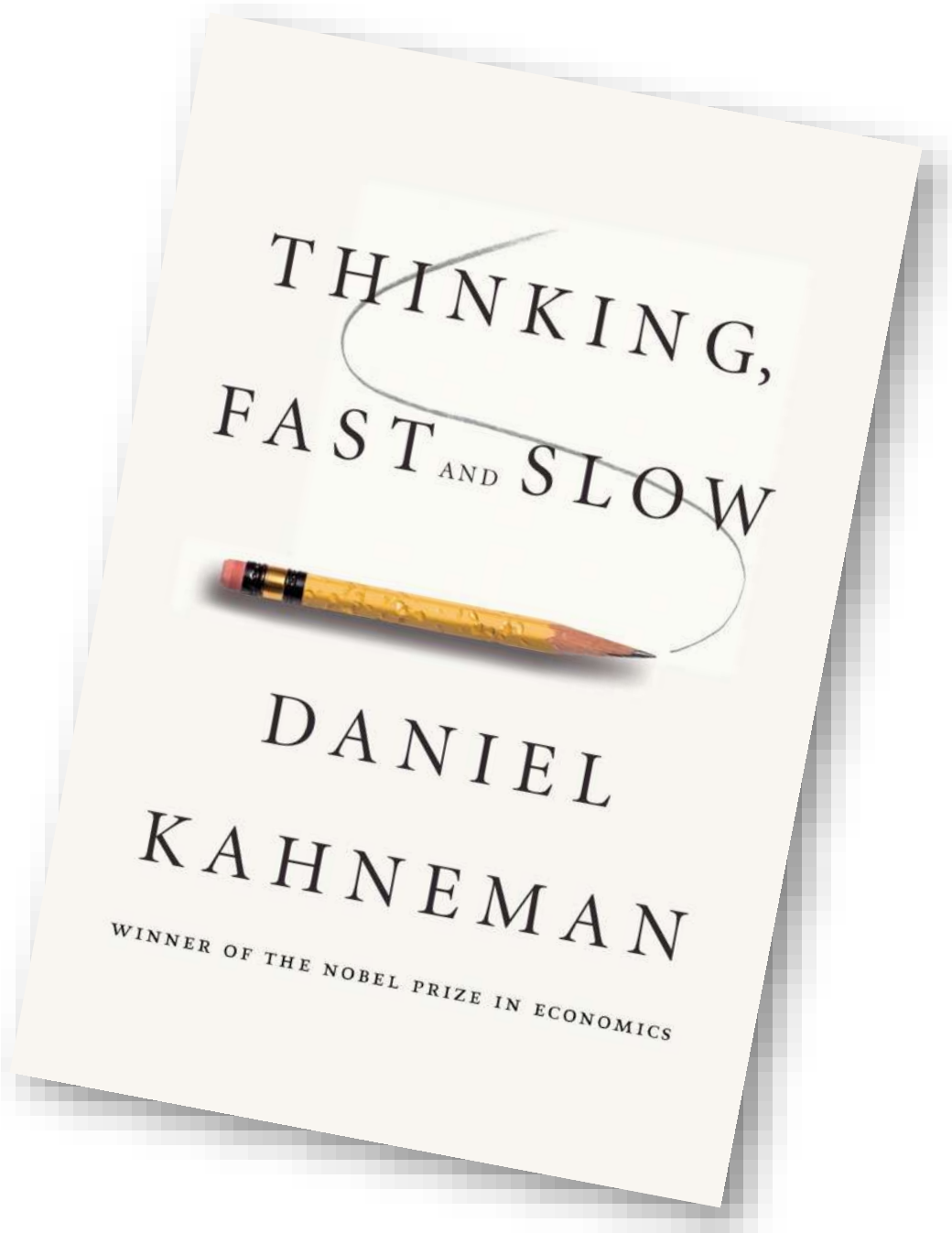
# A few behavioural insights relevant to travel choices

We are not rational creatures!

Our preferences and **choices are relative** – they change based on context. They are malleable

We rely on past experiences – **habit**

We are social creatures and compare what others do. **Herding and social norms**



**83% of students *want* to walk, scoot or cycle to school but 69% usually come by car**

**Building social norms**

**Certainty bias – reducing risk**

**Simplifying actions – one more day than usual**

**Gamification**

**34% increase in children regularly walking, scooting and riding to school**

**45% of children usually driven to school are walking more**



# Wrap up

**Walking and cycling (and other micromobilities) must become the first choice for our local trips**

**Minimise and manage parking**

**Lower speeds**

**Reallocate road space**

**Behavioural interventions**

**We need to scale up rapidly**

**Each of us contributes to achieving our carbon-zero TDM strategy**





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