

Using behavioural theories to influence travel patterns

Target II pilot project for workplaces in Yorkshire and Humber

Since it has been recognised that we won't be able to build our way out of congestion, the Department for Transport has encouraged the development of so-called 'soft measures'.

Amongst them, personalised marketing has been tested in various countries and is now recognised as an efficient way of influencing transport choices 'when used in the context of a wider comprehensive travel demand strategy' (*A review of the effectiveness of personalised journey planning techniques – DfT 2002*).

In Yorkshire, the Target project (Interreg IIIB) aims to develop innovative ways to promote sustainable transport. Concentrating on commuter trips, the workplaces team has identified the need for using behavioural and psychological theories to influence commuters' travel choices.

Numerous psychologists have been working on behaviour change and developed general theories such as described below.



The workplaces Target team believe that these theories could be used to influence travel behaviour. To prove this, they wish to develop a pilot project for Yorkshire.

The aims of this project are to:

- 1/ Engage a dialogue with employees while gathering basic data on their travel patterns through a specially designed questionnaire
- 2/ Identify employees' values and priorities and where they stand on the behaviour change ladder
- 3/ Target employees with information and incentives adapted to their priorities and level on the behaviour change ladder

To achieve this, a close partnership between psychologists (Aberdeen and York Universities), local authorities and businesses interested in trialing the method will be set up, allowing this new technique to be fully tested and monitored.



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