Australasian Transport Research Forum 2011 Proceedings
28 - 30 September 2011, Adelaide, Australia
Publication website: https://www.australasiantransportresearchforum.org.au/papers/2011

Understanding sustained behaviour change by focusing on 'what's in it for me?'

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Abstract

South Australia's Department for Transport, Energy and Infrastructure's (DTEI's) TravelSMART program has embedded social psychology principles into its research to uncover the reasons *why* people drive their cars. In particular to determine what, if anything, we can do for people to consider, and try something different and subsequently challenge the car-centric status quo.

In a fast paced 'I want it now' world, we need to delve deeper into the psyche of 'jo public' in order to entice them to consider alternatives to how they get around.

Through recent project successes, TravelSMART is continuing to explore the change catalyst, and maximise the benefit of our behaviour change investment. DTEI has recently conducted two similar studies to explore this complex notion of what triggers travel behaviour change, and what approach is most effective to achieve sustained behaviour change.

Using some guiding principles the findings have been applied to the latest SA TravelSMART Households project, to determine if by applying targeted strategies can move participants through the 'transport' stages of change more effectively.

This paper presents the findings and provides a way forward for maximising the benefit of targeted travel behaviour change investment.

1 Introduction

This paper highlights the research undertaken by the Department of Transport, Energy and Infrastructure (DTEI) to influence the design of the delivery methodology for the current households travel behaviour change project within the City of West Torrens. This paper will outline the methodology applied.

2 Background and program context

The strategies of South Australian Government are largely geared towards achieving targets in the South Australia Strategic Plan (SASP) (SA Government 2010). The broad areas of the SASP include improving wellbeing, growing prosperity and achieving sustainability.

Various travel behaviour change programs are delivered by DTEI through the Community Programs Section. With an ambition of '*inspiring innovative action in travel and transport by leading and informing communities to engage in behaviour change that improves well-being',* these programs are robust and use best practice techniques and methodologies (DTEI, 2011).

The Section's households program subsequently contributes to a number of the SASP targets, for example:

- improving wellbeing (reduction of trauma from crashes, improved personal and social health)

- attaining sustainability (reduction of greenhouse emissions, increased patronage of the public transport network)
- growing prosperity (improved efficiency and associated cost benefits to the road network through congestion reduction).

A households program is a component of the work undertaken by DTEI's Community Programs Section. This program focuses on individual households within specific target areas to engage in travel behaviour change which influences a shift towards safer, greener and more active travel choices, whilst reducing car use.

DTEI's TravelSMART Households in the West project, completed in 2007, delivered results that far exceeded expectations. Participating households decreased their car use by 18%. During the same period non-participating households increased their car use by 6%; thereby producing an overall 24% decrease in vehicle kilometres travelled. (Stopher et al, 2009)

The project's robust measurement and evaluation provided a solid basis for examining correlations between methodology and outcomes. (Zhang et al, 2009)

The TravelSMART Households in the West project was rich with extensive data and information to learn and quantify results. Zhang (at el), 2009, expands on the data to demonstrate the critical components of influencing change through communication. DTEI has continued to research and incorporate principles of persuasion in influencing change.

Through Zhang (et al) 2009, we learned that voluntary behaviour change occurs most readily when there is:

- engagement one on one
- a focus on a personal goal or motivator
- potential to improve lifestyle in some way
- compatibility with personal values.

Further studies have enabled greater insights into what shapes personal transport decisions. A quantitative survey report, 'Transport Usage and Attitudes Research' prepared by *beatwave pty ltd* provides detailed, statistically valid information about barriers and motivators to car use and other mode choices. The report has provided an even stronger case for the need to tap into people's personal motivations and lifestyle values in household program design and practice (Beatwave, 2010).

Following a rigorous review of the TravelSMART Households in the West project, its methodology and associated support materials, a number of continuous improvement opportunities became apparent. These included;

- a distinct link to the Department's road safety agenda
- modifying the message to safer, greener and more active travel
- delivering the households project in conjunction with other Community Programs (i.e. ***Way2Go***, Local Government partnerships, Workplaces and Community Grants)
- revised project delivery through multiple contracts for discrete project components
- refined methodology and supporting tools to explicitly incorporate the use of commitment, feedback, follow-up, norm appeals, and prompts.

3 What has been discovered

Since commencing work in voluntary travel behaviour change in 1997, DTEI has used several strategies when engaging with communities of interest. The South Australian TravelSMART program (or more broadly the various community based behaviour change programs offered by DTEI) now has evidence to support travel behaviour change approaches, and DTEI undertook further research to refine and consolidate the strategies used. The intention was to use the knowledge to best influence people's travel behaviour choices, while potentially improving operational efficiency.

Other research which has been undertaken by DTEI, has investigated which motivators were key decision influencers related to travel choices. In 2009, DTEI undertook research to assist in refining and consolidating the strategies used in order to maximise travel behaviour change. The outcomes of this research have provided further details on what:

- people perceive they need in order to make a change in their travel behaviour - what it takes to get them to try/continue?
- personal motivators are most prevalent?
- are people already doing to ameliorate certain travel issues that affect them personally?
- change moments in peoples lives are most influential?

In December 2009, DTEI (through contractors Beatwave) undertook a quantitative survey focused on travel methods, usages and attitudes (to achieve the outcomes outlined above). This section highlights some of the findings of this survey and provides direct reference to the internal Beatwave (2010) report. This 15 minute online survey, completed by 666 Adelaide residents aged between 18 – 65 years.

As this survey was conducted with people who frequently travelled using private car, Table 1 shows the percentage of modes of travel for the various survey participants.

Table 1: Mode of travel

Mode of Travel N= 666 (%)	**To or from work/study**	**Personal journeys**
Drive alone	64%	57%
Do not travel to work/study	16%	-
Take public transport	9%	1%
Car pool/drive with others	7%	38%
Walk (or run/jog)	2%	1%
Ride scooter/motorbike	1%	1%
Cycle	1%	0%
Other	1%	3%

A series of questions were asked about changes in how the survey participants got around in the five years prior to the survey. 71% perceived they had not changed the way the got around. Of the 29% who had – majority was due to change in job (53%) or moving residence/house (11%). This is not dissimilar to other studies which link changes in travel behaviour with changes in circumstances. Sharples (2009) draws on other literature to highlight the significants of change moments or life events (such as acquiring or losing drivers licence, changing school or job, starting university or moving house) which are out of the normal everyday routine and influence the habitual transport mode.

Table 2 provides a broad summary of the research outcomes for the barriers and benefits to reducing car use.

Table 2: broad summary of barriers and benefits

Benefits (to self or others) received from reduced vehicle use	Barriers to reducing vehicle use
Save money, have more to spend	Current work location, position requirements
Become fitter and more physically active	Lack of public transport services and facilities
Caring for the environment, decreasing pollution	Current home location
Reduce driving/road related stress	Increased need for family/social activity planning
Gain productive time while travelling, e.g. reading, working, studying, phone calls	Need to give up social life/personal activities, e.g. hobbies, sport, volunteering, visiting friends, entertainment etc
Extend life of car	Decreased personal flexibility/freedom/independence
Healthier families	Attitudinal change to transport
Happier dogs	Significant lifestyle changes
Improved community relations, e.g. get to know one's neighbours	Need to purchase a bike
Increased Government funds, e.g. increased public transport receipts	Child-related concerns, e.g. safety, transporting to school/childcare
Safer roads, e.g. fewer cars, fewer accidents	Loss of sleep

(source: Beatwave, 2010)

3.1 Results for other modes

3.1.1 Public transport

As highlighted by Beatwave (2010), the majority of this sample (70%) had rarely, or had not, travelled on public transport during the month prior to undertaking the survey. 15% had employed it at least weekly (8% of these on 4 or more days and 7% on 1-3 days) and a further 12% had travelled on it less frequently.

The top reasons for using public transport were strongly associated with saving money on fuel (47%) and parking (47%); the frequency of other motivations were limited. For example, only 6% of the 178 respondents included "More environmentally friendly" in their main reasons for travelling on public transport.

The most commonly held perceptions for not travelling on public transport are related to it being too slow (23%) and too inconvenient (21%). Further results reflect the perceptions the routes are limited (16%) and that many of these travellers need to catch more than one bus, tram or train to complete their journey (15%).

It was generally agreed by the majority (of those who do not currently use it) that travelling on public transport would save them money, i.e. on fuel (61%), car running costs, wear and tear (53%) and parking (33%).

3.1.2 Walking

Overall, 61% of the sample considered themselves to be 'frequent walkers' and, of these, a third (32%) had walked to or from a destination at least once a week in the month prior to undertaking the survey.

38% had not walked to or from a destination during the previous month. The health benefits of walking emerged as the strongest motivator for undertaking the activity (67%). While falling far behind this at 23% and 20% respectively, the facts that walking is free and that it can be enjoyable provide good support for the pro-walking argument.

Distance is the main barrier to walking (55%) and this also creates time issues (22%). It is acknowledged by 21% that walking makes it difficult to transport other items on the journey. Just 15% of the sample told us that they were incapable of sustained walking.

The vast majority of those who do not currently walk with any frequency recognise the same benefits of the activity as those who do (i.e. fitness (73%) and cost-savings e.g. saves on car-related costs (24%) and the fact that walking is free (23%). Just 12% felt that the environmental benefits of walking were strong motivations to undertake the activity, indicating that these are perceived to be the side-benefits of walking rather than the core motivation.

3.1.3 Cycling

Few people (5%) cycled one or more times a week and an additional 5% cycled sometimes. 86% of the sample cycled either rarely or not at all.

The majority of those who had cycled in the month prior to undertaking the survey did so in pursuit of personal health and fitness (60%), to experience the enjoyment of the activity (24%) and capitalising on the cost savings (22%). Not owning or having access to a bike was, by far, the most significant reason given for not cycling (54%). Just 8% of these people told us that they were physically (or otherwise) prevented from cycling.

The primary reason for considering the activity of cycling (by infrequent or non-cyclists) is the promise of increased fitness, exercise and good health (73%). Compared to this motivation, the benefits of saving money and offering positive environmental effects are of a far lower relevance.

3.2 Why people choose to drive

As highlighted in Figure 1, convenience (89%), the ability to transport items (70%), timetable control (70%), speed (66%), multi-tasking (63%) and flexibility (59%) are the top 6 reasons for choosing to drive cars (or other forms of personal, motorised transport). However the Beatwave (2009) report shows, there are many additional reasons contributing to this choice for the majority of the respondents. There were significant differences in the frequency of responses between males and females, as follows:

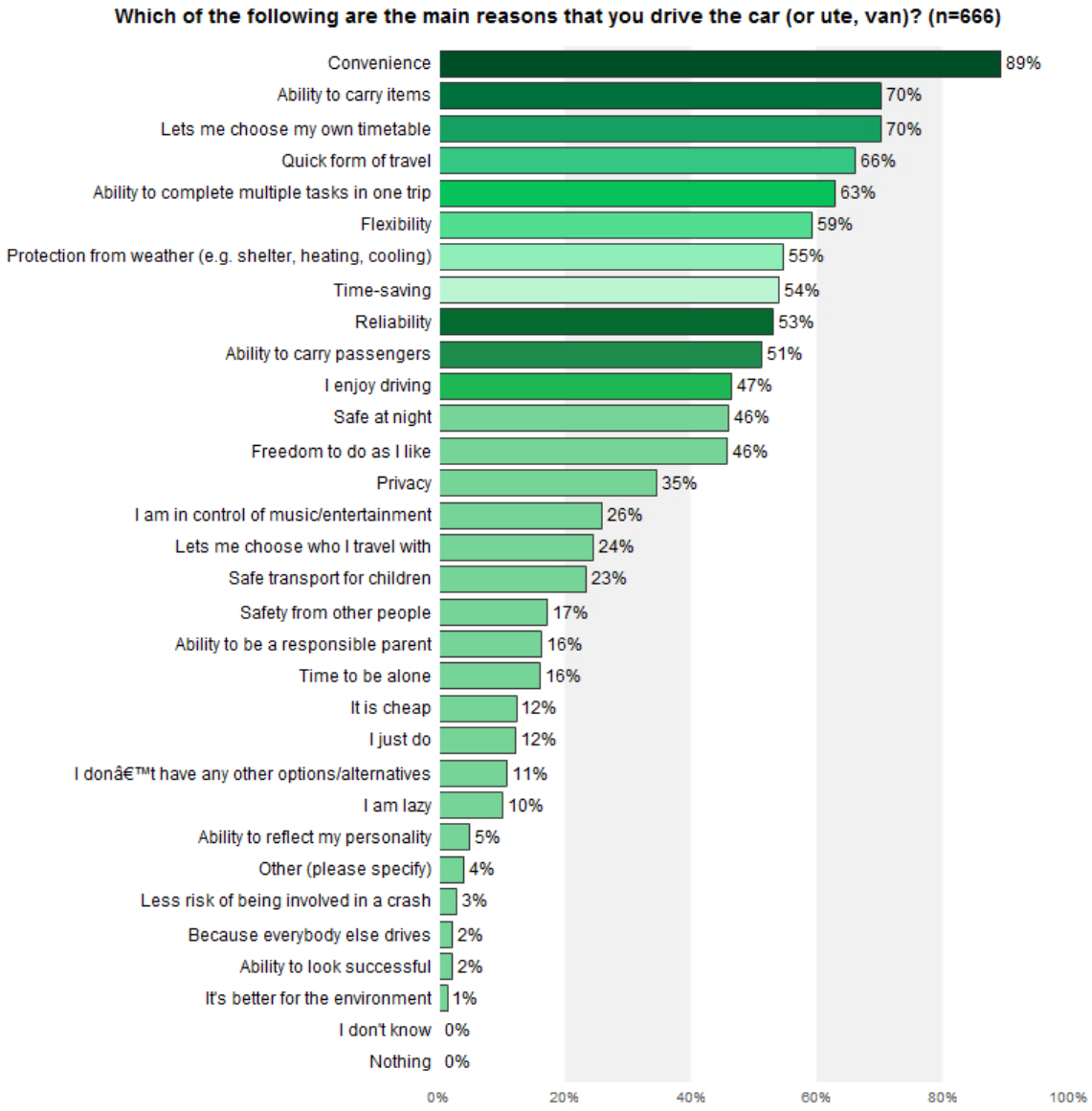
Females stated the following reasons more frequently than males:

- Ability to carry passengers (55% vs 47%)
- Ability to carry items (69% vs 57%)
- Flexibility (63% vs 55%)
- Quick form of travel (70% vs 62%)
- Safety from other people (20% vs 15%)
- Lets me choose my own timetable (75% vs 66%)
- Safe at night (54% vs 38%)
- Safe transport for children (29% vs 18%).

Males stated the following reason more frequently than females:

- I enjoy driving (54% vs 39%)

Figure 1: main reasons for driving by participants (Beatwave, 2010)

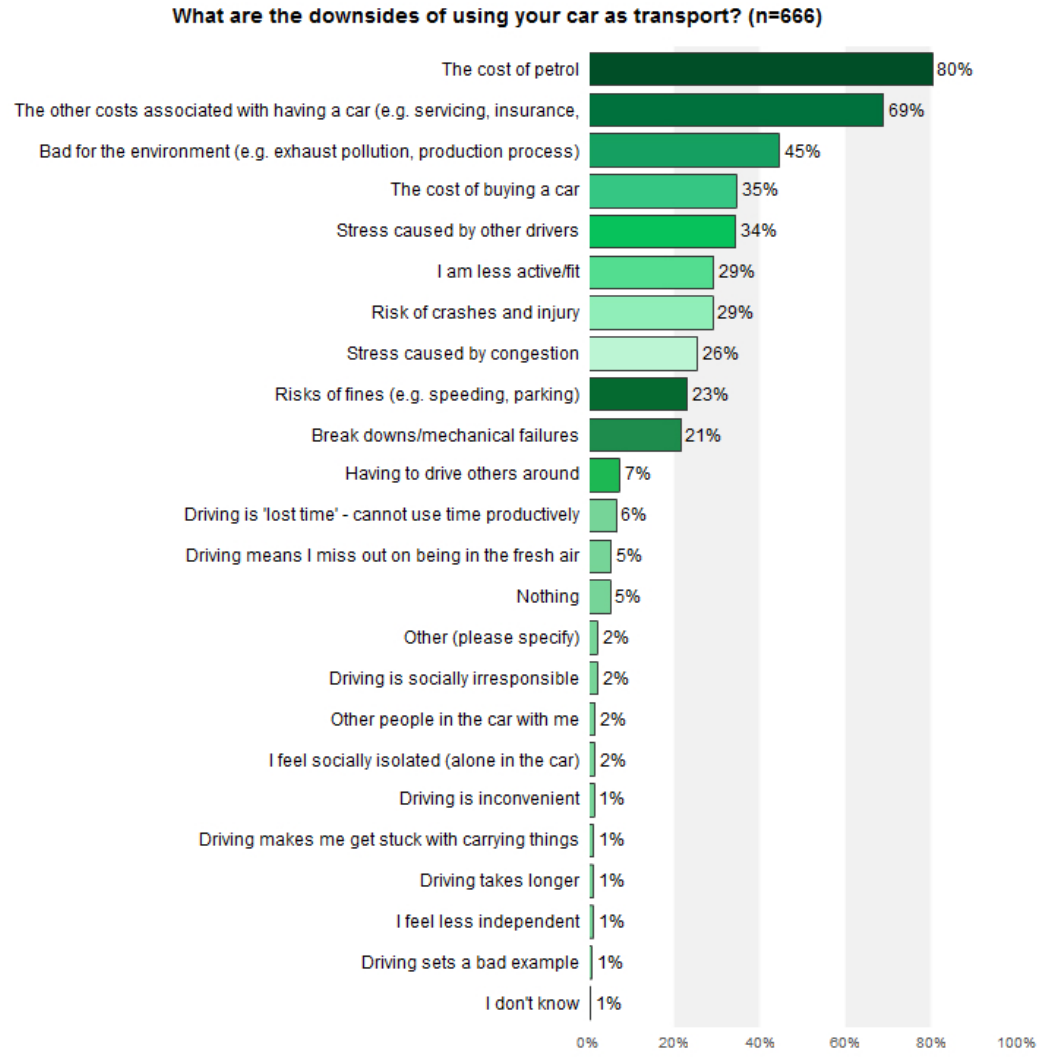


(source: Beatwave, 2010)

3.3 What people don't like about driving

Another interesting aspect of the Beatwave (2010) study has been able to ascertain the most frequently mentioned concerns relating to car use. These concerns are those associated with the costs of petrol (80%), maintenance (e.g. servicing, insurance, registration etc.) (69%) and purchasing the vehicle (35%). However, 45% of the sample cited "Bad for the environment" as a downside, indicating that these people are aware of this effect of their driving, even if it is not currently affecting their decision to drive less frequently.

Figure 2: Impacts of car use



(source: Beatwave, 2010)

4 City of West Torrens Households Project – project overview

This project continues to build on DTEI's Households program success. Research indicates that engaging people using a highly personalised conversation approach is the most effective method to achieve sustained behaviour change.

The objectives of this project are to:

- successfully deliver a households program with more direct links with DTEI's road safety agenda
- refine and implement a process, using personal motivators, that influences households living in a targeted area to adopt safer, greener and more active travel choices
- assess whether the project is able to significantly reduce the number of crashes participants are involved in, when compared to other residents in the Council area.

The key outcomes of this project are to:

- influence a shift in community perceptions and attitudes towards safer, greener and more active travel options
- achieve a participation rate above the THITW project

- determine the prevalence of road safety as a motivator or barrier in the target area.

The following were not within scope of this project:
- engagement of households via groups or events
- generic marketing/communications activities
- extensive provision of tools and/or merchandise
- provision of infrastructure
- measurement of behaviour change.

To achieve the objectives and outcomes of this project, delivery is designed to:
- engage with at least one member of a household over the age of 14 voluntarily, either over the phone or in person
- offer individually tailored transport advice, tools and support
- develop solutions that overcome a transport related frustration and align to personal motivators for choosing safer, greener and more active transport options
- provide feedback and follow-up to participating householders, to further support and extend travel behaviour change.

4.1 Underpinning principles

Underpinning the project objectives is a set of principles (S.U.R.E) which relate to how travel behaviour change occurs, this includes:
- Substituting car trips
- Using the car smarter (more efficiently) – combining journeys
- Reducing the need to travel – using local shops and services
- Eliminating the need for some journeys – teleconferencing, videoconferencing, using internet for shopping/bill paying

As previously reported in Perkins & Giannakodakis, 2001; Tideman et al, 2006 and Stopher et al, 2009, in South Australia experience highlights change is most effective if people are offered a range of options, however using the car more efficiently seems to be the most effective.

4.2 Why behaviour change is not being measured

While it is recognised that measuring actual behaviour is the precise method of evaluation, this is a small 'refinement' project, and cannot cost effectively measure behaviour change with the degree of accuracy required. This is attributed to the rigorous and independent evaluation of the THITW delivery methodology, which provides an opportunity to extrapolate behaviour change using complimentary methods, such as Community Perception Studies (conducted pre and post intervention) and project participation rates. It is understood this is less than rigorous and robust evaluation, but for this project, the outcomes anticipated are process driven, and ideally provide a stepping stone for larger scale delivery application which will enable cost effective and robust GPS measurement of actual travel behaviour change as a result of the project intervention.

In order to use the THITW results as an extrapolation tool, this project will need to achieve participation rate in excess of that project (approximately 34%).

With the additional focus on road safety, an important measure for this project is to capture to what extent Households have an understanding of and interest in road safety - both prior to and after the project. Although road safety data was not explicitly captured in THITW, road safety benefits were extrapolated. This project will capture householders' road safety issues,

and links to safer, greener and more active travel via the Community Perception Study and project delivery data.

Although not directly measured, this project aims to achieve:

- a reduction in VKT, translating to road safety, financial and environmental (etc) benefits
- an increase in the number of residents using options other than sole use of the car for personal travel.

5 Project methodology

This project draws heavily from the methodology used for the THITW project, the success of which highlighted the value of tailoring our approach to the specific target community.

5.1 Project Planning: Baseline Community Perceptions:

A Community Perception Study (CPS) was conducted prior to the household delivery phase. This informed the project team about perceived barriers and benefits to reducing car use most prevalent in the targeted community. The outcomes assisted in the design of the engagement approach, and will also provide a baseline for future comparison during the post delivery CPS.

5.2 Household Engagement

Introduction letter: A letter of introduction was developed and mailed to all households to let potential participants know about the project and that they will be contacted shortly – this project recall and interest has a considerable impact on participation rates as it provides credibility to the contact officer when they call or visit. Details of this rollout will be outlined in the Contractor Brief and subsequent project discussions with the contractor.

Conversation: The individualised behaviour change model focuses on having a guided conversation which takes into account people’s different stages of readiness for change and each individual’s motivations and/or frustrations about transport, exploring issues specific to their individual circumstances.

This process is aided by carefully selected resources, which further assist people to achieve changes consistent with their values and / or motivations. The TravelSMART representative works collaboratively with the householder to devise a solution which reduces car use, leading to personal benefit.

Tools: A limited suite of resources is available, and includes: localised walking and cycling maps, public transport journey planning, active travel journey planning, and reference to existing local business and activity information available through the City of West Torrens.

Follow-up & reinforcement: Participants are re-contacted to positively reinforce their modified behaviour (thereby linking feedback to their originally stated personal values and motivators), and where appropriate to further build on changes already made.

Follow-up also provides an opportunity for the TravelSMART representative to refine a solution if it was found to be ineffective for that participant. By incorporating this follow-up and reinforcement element, the data collected assists the project team to determine which project components contribute most too fostering change.

6 Measuring changes in community perceptions

A second Community Perceptions Study has been conducted towards the end of the delivery phase to measure to what extent the community's attitudes towards reducing car use have shifted over the project term as a result of the intervention. In order to establish a more direct link with the Department's road safety agenda - an important measure for this project is to capture perceptions relating to road safety - both prior to and after the project.

In order to better understand what 'makes people tick' in relation to personal transport (and potentially reducing car use) in the target community, a TravelSMART Community Perceptions study was commissioned. The study, conducted in two phases, aimed to monitor perceptions and self-reported behaviour before and after delivery of the project. In November 2009, the study commence with a pre project baseline survey of a total of 610 households randomly selected and interviewed by phone. These were within the TravelSMART Households project area (postcodes 5031 and 5033, within the City of West Torrens) (Ehrenberg-Bass 2011).

In May 2011, a second perception study was conducted after-project delivery. A total of 589 households from the project area were interviewed by phone and consisted of:

- Recontacting 340 respondents from the pre project baseline (11% were TravelSMART participants);
- Contacting 204 randomly selected respondents from the list of TravelSMART participants; and
- Contacting an additional 44 participants to top up the sample for Phase 2 of the research (9% were TravelSMART participants).

A total of 247 (42%) of the 589 respondents from phase two were TravelSMART Household Project participants. Recontacting the same respondents reduces sampling error and provides greater accuracy when comparing results across phases. It is noted there are some limitations with the study in that there is a distinct bias toward TravelSMART participants. This was undertaken to provide a more accurate assessment of the impact of the TravelSMART households project.

The following sections are based on the evidence reported in Ehrenberg-Bass 2011, an internal report for DTEI.

6.1 Key Findings: Overall changes in driving habits and self-reported behaviours

Overall, the study demonstrates there has been a 10% reduction post- project in the number of people driving their car since the introduction of the TravelSMART project. There was a 10% decrease post-project in the level of agreement of always taking the car for personal travel. This was mainly due to respondents that drove 3 days or more per week for personal purposes.

There was a net 9% decrease in respondents that reporting a change in the number of kilometres driven. Whilst most (65%) of respondents reported no change in the number of kilometres they drive, of those (35%) that reported a change 22% claimed to be driving less and 13% driving more than the same time last year.

The 22% of respondents that claimed to be driving less in 2011 indicated that change occurred as a result to changing work/study (40% of 22%), lifestyle and other commitments (28%) or changes in their health/fitness (16%).

Over the project period, work and shopping remain the main reasons for driving a car. Post-project, panel respondents reported an 8% reduction in driving their car commute to/from work (from 53% to 45%), as well as, driving for shopping purposes (49% to 46%).

6.1.1 Driving to/from work

DTEI are also interested in determining the impact of TravelSMART on the commute journey. The study showed there was a 9% increase in the proportion of respondents who indicated that they never drive to/from work and a 4% decrease in respondents that drive less than once per week since the introduction of the TravelSMART Household Program. There was also a 4% decrease in agreement post-project that ‘the car is always taken for work’ matches the reported change in driving to/from work.

6.2 Overall reasons for modifying driving behaviour: motivators for change, overall and personal related driving

An 11% increase post-project in the proportion of respondents that mentioned maintenance and petrol expense as a disadvantage of running a vehicle for personal reasons. This was the main disadvantage mentioned (33%), followed congestion (16%) and driving being more expensive due to parking costs (12%).

A 6% decrease post-project for mean level of agreement with the statement that “individual effort to use a car less makes a difference. These results suggest that driving changes are driven by economic reasons for the individual rather than the likely benefit or detriment to society.

6.2.1 Motivators for change, driving to/from work

Congestion was reported most often as a disadvantage of driving to/from work. This increased slightly post project (2% increase to 33%). A 6% increase was shown for the disadvantage of driving being more expensive (general maintenance, petrol, 6% to 31%). The other main disadvantage was driving being more expensive (parking), this remained stable at 21% post project.

6.3 The overall means of behaviour change - overall and personal related driving

A 5% increase post-project in perceptions that ‘public transport is easily available to and from other destinations’. This supports the reported decrease in driving reporter earlier and suggests a greater level of vehicle substitution for public transport travel. However, this finding is weakened by the 7% decrease post-project with agreement that “the only reason you would use other forms of transport would be if your car was not available”.

Results indicated that TravelSMART households were more likely to substitute car travel with other forms of transport, particularly for shopping (73%), followed by going out (31%) or travelling to work (21%). Other results indicate that shopping locally and combining multiple tasks in one journey offer opportunities to decrease the kilometres travelled by car.

6.3.1 Driving to/from work

Consideration for replacing work commute travel with public transport was greater for TravelSMART household participants than non-participants (17% v 8%). A higher proportion of TravelSMART participants also considered substituting driving to work with walking (9% v 4%).

6.4 Overall barriers to reducing car use: overall and personal related driving

The perceived benefits associated with driving for personal purposes, did not change throughout the study. These were the convenience of your own route, quicker to drive and the convenience of being outside your front door at the start and end of journeys.

6.4.1 Driving to/from work

Again, the benefits associated perceived benefits associated with driving for work commute, remained unchanged throughout the study. Driving is perceived as quicker, convenient and providing independence and flexibility in comparison to other modes of transport.

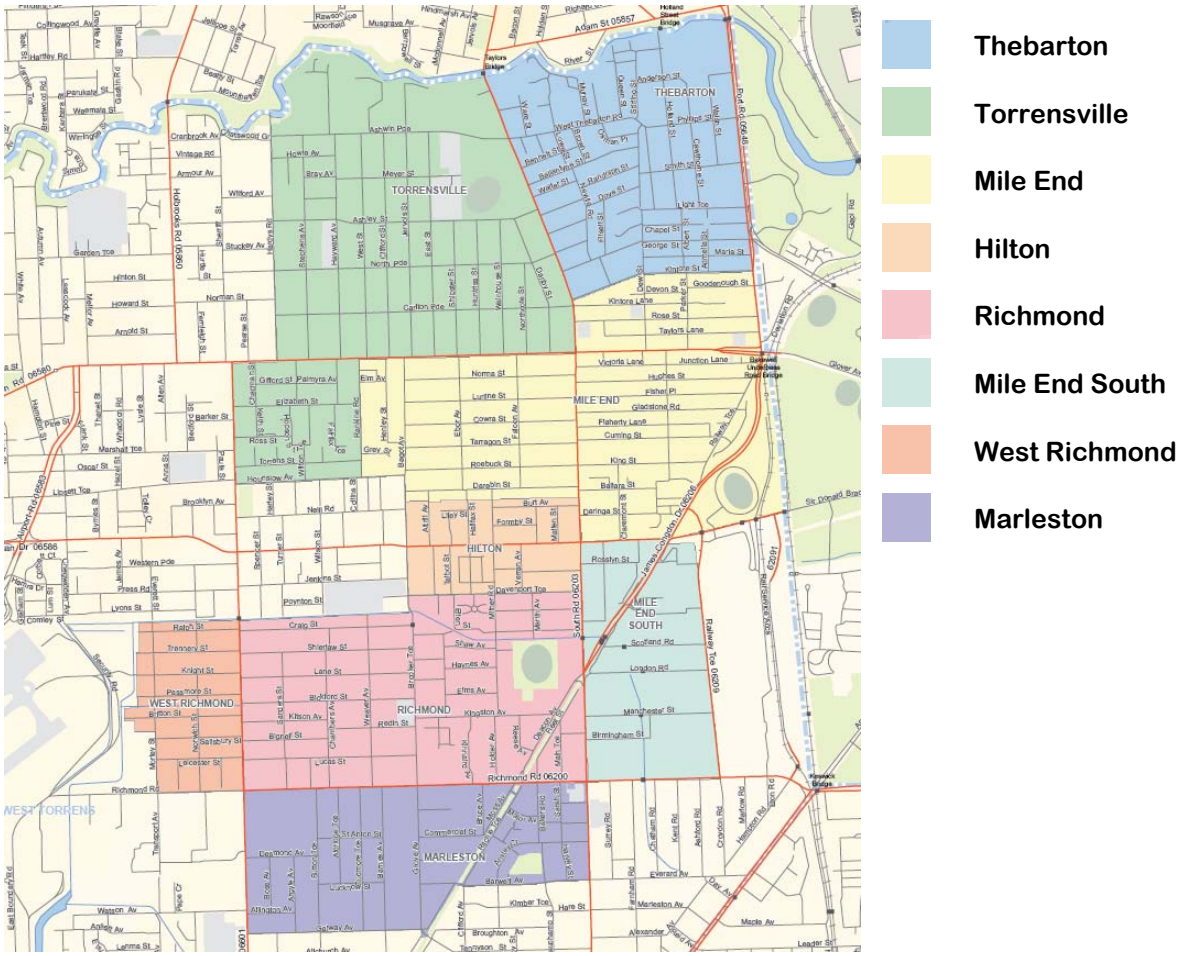
6.5 Road Safety:

DTEI is also interested in reporting of results through the lens of 'road safety'. Whilst road safety was listed as a disadvantage and respondents agreed that less time in a car reduces the exposure to car crashes, lowering speed limits received low levels of agreement that this would lead to consideration of substituting driving for cycling or walking.

7 Demographics

This households project specifically targets residents in the 5031 and 5033 postcodes (as highlighted in Figure 3). These postcodes take in the suburbs of Cowandilla, Hilton, Marleston, Mile End, Mile End South, Richmond, Thebarton, Torrensville, and West Richmond. This area consists of 8,681 households (ABS, 2006).

Figure 3: TravelSMART Households project target area



Briefly, the target area is about 0.6% of the total area of metropolitan Adelaide, or 1.5% of the population. It consists of approximately 8,681 dwellings housing over 17,000 residents. Table 3 compares selected demographic statistics for the greater Adelaide metropolitan area with the target area.

The target area has a lower proportion of persons under 15 years of age than metropolitan Adelaide, and a slightly higher proportion of persons 65 years and over. The area is a culturally and linguistically diverse area, with 38% of people speaking a language other than or in addition to English at home compared to only 20% for the whole of Adelaide. The target area also has a greater proportion of people using transport methods other than driving to work than metropolitan Adelaide as a whole, as well as a greater proportion of households without a motor vehicle.

Table 3: Demographics of Target Area

STATISTIC	METROPOLITAN ADELAIDE	TARGETED SUBURBS
Area (km^2)	1826.9	10.1
Total Population	1,105,839	18,102
Total number of households	447,475	8,681
Average household size	2.4	2.3
Median age	38	37
Percentage of persons 14 years and younger	17.8%	14.2%
Percentage of persons 65 years and over	15.3%	16.7%
Percent born overseas	23.7%	29.6%
Percent speaking a language other than English at home	19.6%	38.2%
Median weekly household income	$924	$796
Percentage of total labour force unemployed	5.2%	6.5%
Percentage of occupied dwellings not owning a motor vehicle	10.6%	17.0%
Percent driving to work of total employed persons	63.0%	56.9%
Percent taking public transport to work of total employed persons	8.1%	10.9%
Percent walk or bicycle to work of total employed persons	3.9%	7.8%

(Source: 2006 Census, www.abs.gov.au)

There are a number of alternative transport options available in these suburbs. Buses run along major roads into the Adelaide Central Business District (CBD), including Sir Donald Bradman Drive, Henley Beach Road, South Road, Marion Road, Richmond Road and Ashley Street. There are also a couple of cross-city buses available as well as the tram line frequenting the city through to Glenelg.

The suburbs are located within 6km of the CBD so cycling is plausible for people of many abilities. Bike lanes are available along Sir Donald Bradman Drive, Henley Beach Road and Marion Road, as well as an off-road bikeway called the Westside Bikeway which runs along the old Holdfast Bay train line. In addition, residents have the option of walking or cycling to local services such as shopping centres at Hilton and Torrensville.

8 Benefits of continuous improvement

Applying principles of continuous improvement is critical to the Section's ongoing delivery of the households program. In a time of declining resources it has been possible to:

- identify more cost effective project delivery methods and mechanisms
- more efficiently engage with households
- build capacity within the Section - both for delivery of households projects and also in translating behaviour change methodology across programs

- demonstrate relevance of travel behaviour change work to broader Directorate and Agency agendas.

9 Comparing perceptions with behaviour

Final project results will be compared with reported perceptions – this analysis is still being undertaken and an addendum will be prepared to report on these findings.

10 Conclusion

The households program is a critical component on the Community Programs Section's work in achieving safer, greener and more active travel. Project delivery is characterised by collaboration, ongoing learning, continuous improvement and rigour in both delivery and evaluation. The results of the current project, the City of West Torrens households project, are expected to demonstrate improved outcomes through more effective and efficient practices. These results will be available at the conference in September.

11 Acknowledgements

The authors would like to acknowledge:

- contractors, Raphael Murphy, Beatwave, Margaret Faulkner & Ericia Riebe, Ehrenberg-Bass, and Jill Tideman, Tideman and Associates for their contribution to the design and development of this refined approach
- the hard work and determined contributions to the delivery of the TravelSMART Households project from Bernhard Sayer and Deb Perry
- the various TravelSMART representatives who have conversed with householders in West Torrens, for which achieving behaviour change would not have been possible.

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