Promoting Sustainable Transport
Defining sustainable mobility

- Adequate institutional arrangements to support sustainable mobility measures;
- Clear priority of pedestrians, bicycles and public transport over private motorized transport in terms of infrastructure provision, regulations and pricing;
- Clear policies of promotion of non motorized transport in terms of infrastructure development and removal of barriers to use;
- Comprehensive policies in promoting public transport including operational arrangements, integration of fares and provision of adequate infrastructure and vehicles.
- Policies oriented towards rationalization of car use via fuel pricing, parking pricing and supply management, road use charges and other measures which reflect real costs of car use.
Opportunity to change awareness and generate behavior change

- Walkers: keep walking (unless trips are too long)
- Taxi users: use bus-based public transport
- Car users: use other modes (public or non motorized transport)
- Bicycle users?
- **All users: ride/drive safely**
Ideal mode shift

Car / taxi

motorbike

Good public transport
Bicycle
Walking
Less transport

Campaigns must be complemented by infrastructure and policies!
The issue (bluntly)

- (some) policymakers feel that public transport is not “sexy” enough (especially on buses);
- (most) cities have very bad quality public transport
- (most) citizens feel that public transport is filthy, slow and inconvenient;
- (almost) everybody wants to ride a car

“A man who beyond the age of 26 finds himself on a bus can count himself as a failure.”
- Margaret Thatcher, former UK Prime minister
What we have to aim at

We have to change (in this order):

1. **Policymakers’** negative views towards public transport
2. Poor **quality of service** of public transport
3. **Citizens’** negative perception of public transport
4. People’s feeling of a **car** as their beautiful child.
1. Changing *policymakers’* views towards sustainable transport

- Present best practices of sustainable transport
- Describe key issues of successful systems

If using presentations, 5 minutes, short and to the point, lots of pictures

- Take them on a trip!
- Persuade them to create budget for marketing and public awareness as complement
2. Improve **quality of service** of public transport

- Develop a comprehensive plan for public transport improvement
- BRT is a good solution for various context (not so expensive, fast implementation, very high performance)
- More on this issue in various GTZ documents
3. Change citizen’s negative perception of sustainable transport

- Do a comprehensive marketing campaign
  - Get to know population (do real research on citizens’ needs, perceptions, proposals)
  - Use mass media carefully (it will not always work)
  - Use targeted media (community approaches, events in neighborhoods, etc)
4. Get the car out of everyone’s mind

- Show losses from using the car every day (costs of running, parking, insurance, taxes, fuel)
- Show social problems (accidents, health, pollution)
- Use TDM measures (more about this in various GIZ documents)
Why do people love their car?

Car Got Attitude?
Do you ever think of your car as having a personality of its own, or don’t you think about your car this way?

<table>
<thead>
<tr>
<th>Year</th>
<th>%</th>
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<tbody>
<tr>
<td>2006</td>
<td>31</td>
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Source of all data above: Pew Research Center study: Americans and their Cars. 2006
Do not promote sustainable mobility through global warming
Showing efficiency of public transport in space

Though the truth is different (count cars)

- 22 cars by highway
- 9 cars on parallel
  (avg 1.4 per car: 43.4 people)
- 160 people TM
- 3.7 times more than TM
Generate greater awareness towards road safety

- Priority of modes
- Individual responsibility in road safety (greater towards motorized modes)
- Follow speed limits (hopefully always below 30 kn/h in urban setting)
- No drunk driving
- Maintenance of vehicles
Use self-referenced information to change behavior
This is what you think you’ll get…
THIS IS WHAT YOU GET

(In a setting that is unmanaged, improperly priced, with no adequate urban transport policy)
Hidden / forgotten advantages of PT

Appropriate/ comfortable

In public transport you can / driving a car you can’t:

Sleep
Read
Relax!
Sleep
Talk
Read

(cc) Jaymi Heimbuch
Hug!
Provide affective relevance to messages
Persuasion - key to messages

Show **comfort** in sustainable transport modes

Show **losses** (in terms of time, money and activity) for using an automobile, instead of gains for using sustainable urban transport modes

Give **clear and attractive** messages

Generate **commitment** (in written or in public) of whom receives the message

**Specify** what has to be done to solve the problem

Describe **reachable and realistic** behaviors

Refer to **rules or beliefs** of behavior morally and socially approved

Link violation of “rules” to **social sanctions**

Information for individual, family and/or collective action,
How to debunk obstacles

• milk argument: "do you really need x, y, z? No, you just need to use.

• Other property is better (no loss of value) and may still be cool: music, travel, …

• “Experience” – being rather than having…

• Payments (annual taxes, registration, etc)

• Coolness factor
Watch out for…

- Do **not** promote public transport where a good system is not in place, and no plans are being made (that is, **start with the plans**)
- Do **not** plan a public transport system based on what the industry tells you. Ask citizens what they want and plan for it
- Do **not** spend all your marketing budget in a huge billboard sign, or a TV advertising (if something is left, then spend it on that, but not first)
Give people the chance to use sustainable mobility
Levels of awareness

- Precontemplation
- Contemplation
- Preparation
- Action
- Permanence
Awareness and behavior change

First awareness, then behavior change
I think therefore I do? NO.
3 Channels of transmitting the message

Affective: Feeling
Rational: Thinking
Action: Doing

Behavior change
Affective (persuade)

Comfort: you have a driver

Health

Accidents - children

www.loveyourbike.org
3 Channels - Rational

Rational (inform)

Costs for user

Travel time

Detailed information
3 Channels – Motor (action)

- Action: specify the behavior that wants to be promoted as such: ride a bicycle, use public transport, walk for short trips
- Goal: Who is expected to change behavior, the “affected” population: in this case, general public or even decision makers.
- Context: how to develop the action, according to which parameters
- Time: moment in which the action will be implemented
Intervention

Information
  - Change knowledge

Persuasion
  - Change attitude
  - More messages
  - More activities

Action
  - Change behavior

Behavior change

Awareness
Complement it with proper policies
Mistakes about what?

- Modal shift
- Attitude change
- Behaviour change
# 1: expect total mode shift
Levels of awareness

(Or, why it’s not so easy to change behavior)
A great idea: multimodality
# 2- think everyone is a hippie
• People think about **themselves** first.

• **Indications of what to do** should be related to people’s own interests:
  • How much they save in money
  • How much they save in time
  • What benefits in health, productivity they’ll have
#3- expect everyone to change

Some segments of the population will be much more resistant to change
We can at least ask for respect

please, continue!
#4- Think that status is the silver bullet
Change status for coolness
#5- Give too many stats

- Statistics are useful, but only for those who want to read them.
3 channels of transmitting the message

Affective: Feeling
Rational: Thinking
Action: Doing

Behavior change
This is your brain on stats

Regardless of how much tea you take
This is your brain on bikes

Mariel Figueroa
#6- Think the car is the enemy

But the car is their only (perceived) option.
Think of the car (and present it) as one of the options, but not the best one.
Ok, some stuff has been done right
“I will choose Style over Speed”
– Cycle Chic Manifesto
B- sharing, not owning

Velib, Autolib, zipcar, etc
C- car is replaced by the iPhone