

# Why don't we Share?

Using Behaviour Change Methods to promote Shared Mobility



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# Issues of today's mobility

## Some are hit harder...

- Current challenges reach from global climate change to local air pollution, congestion and noise, stressful roadscapes and city environments
- Air pollution affects childrens' brain development, can cause asthma and is also linked to heart attacks and dementia
- Stressful environments are linked to worse mental health
- Lower income groups and minorities are disproportionately affected

Image: [www.freeimages.co.uk](http://www.freeimages.co.uk)

# So why don't we travel more sustainably?

## **Change not happening fast enough**

- Cities and regions are developing infrastructures and incentives that aim to push people out of their cars and pull them towards more sustainable options. They do a lot, for example:
  - Invest in infrastructure for sustainable modes
  - Increase the public transport offering
  - Create incentives for using sustainable modes and disincentives for driving
  - Encourage shared mobility
  - Run awareness campaigns



**These measures work but is it enough?**

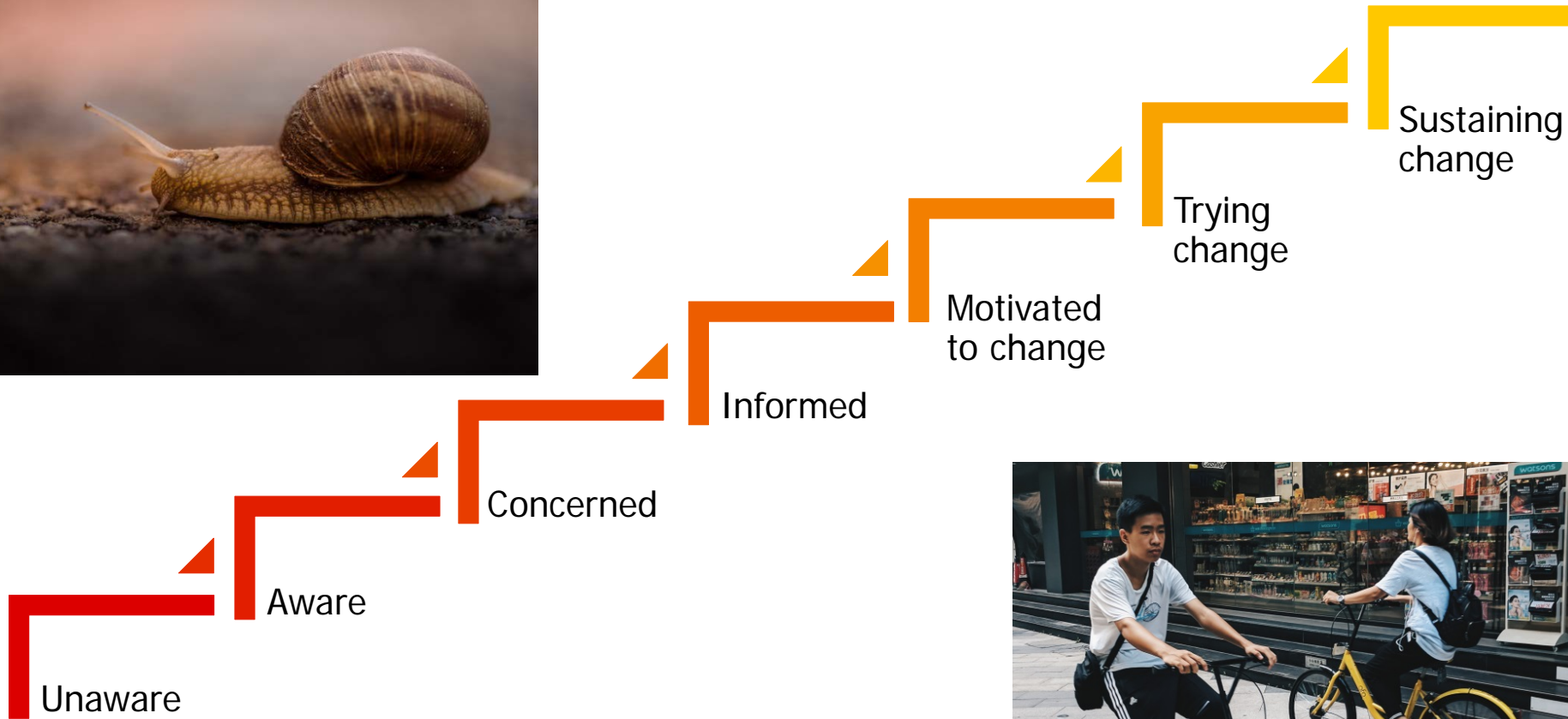
# Travel Behaviour and how to change it

## **Behaviour = attitudes + habits**

- Reason and rational arguments are not enough to persuade someone to change the way they travel
- Even if you understand the benefits, you might not change your behaviour
- A more personal approach is required
- Motivational interviewing is
  - enabling a person
  - to realise the „problem“
  - to reflect and
  - identify personal reasons
  - for changing their behaviour

# Behaviour Change Communication

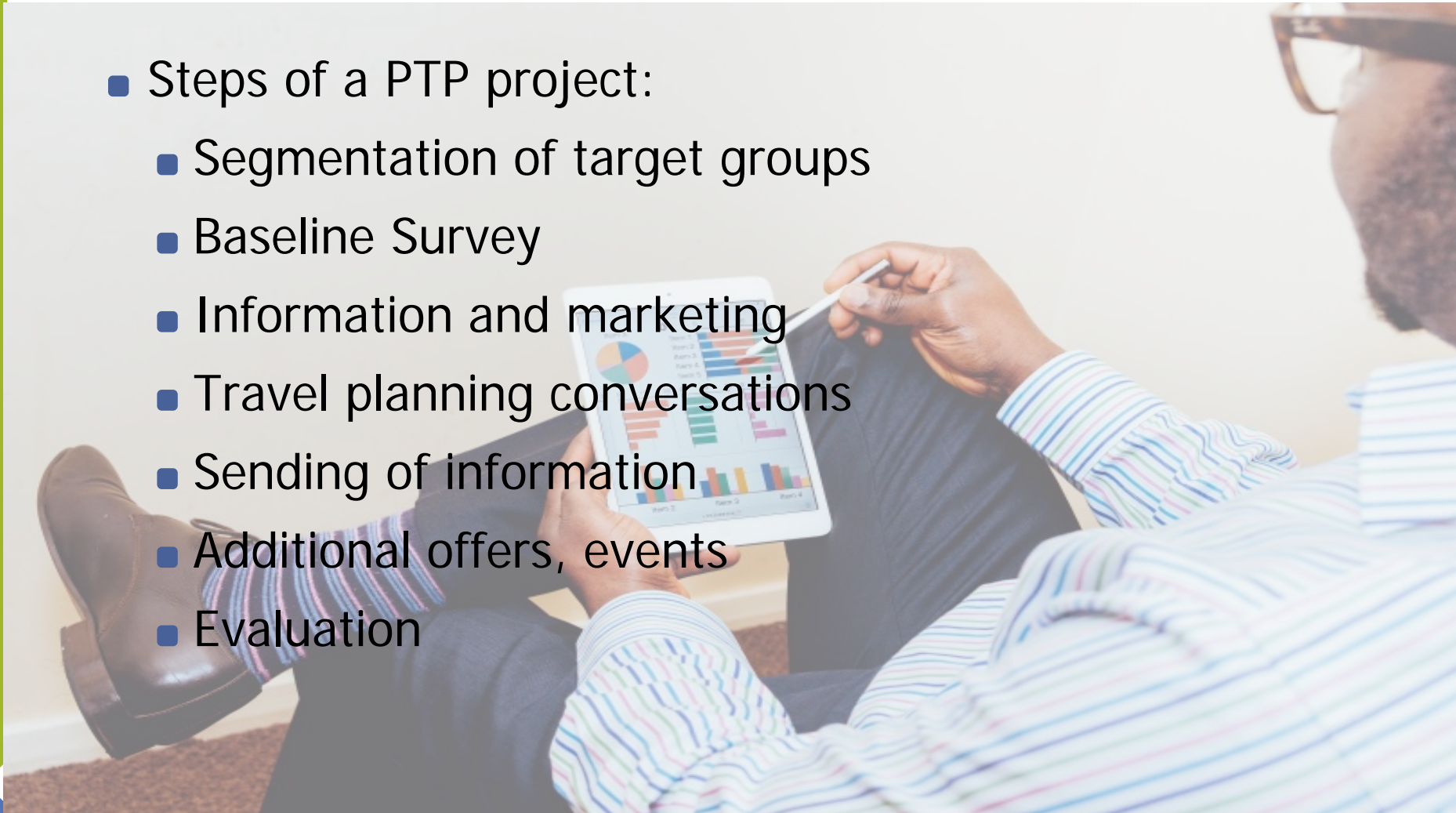
## Steps to Behaviour Change



# Implementation

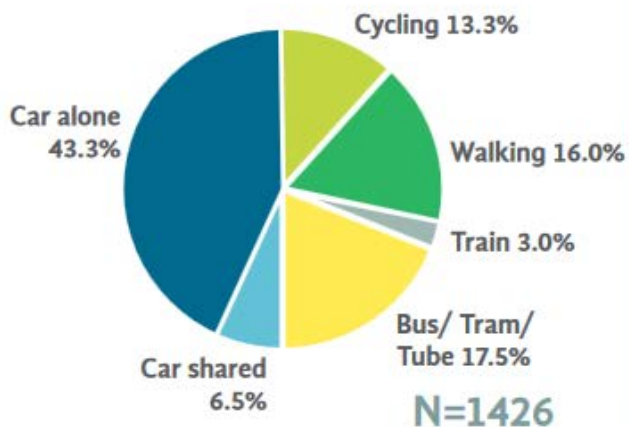
## How to: Personalised Travel Planning, PTP

- Steps of a PTP project:
  - Segmentation of target groups
  - Baseline Survey
  - Information and marketing
  - Travel planning conversations
  - Sending of information
  - Additional offers, events
  - Evaluation

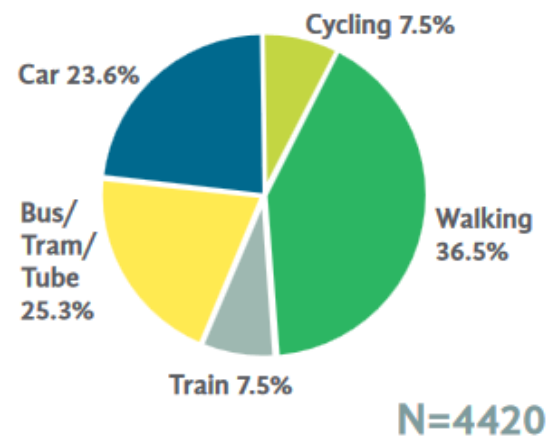


# Results of a European PTP project

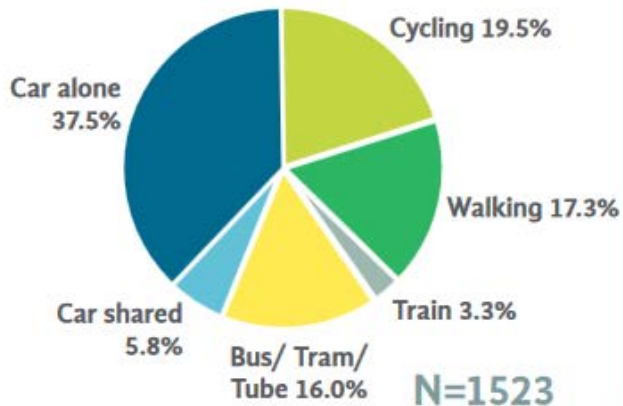
## Modal split work - baseline



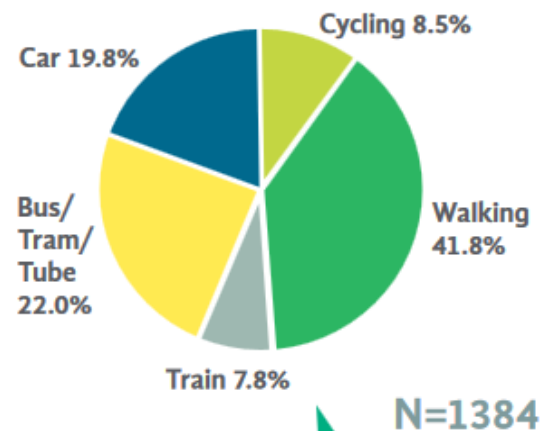
## Modal split general trips - baseline



## Modal split work - after one year



## Modal split general trips - after one year





# Transferable to Shared Mobility?

## Finding the right motivating factors

- Motivation for health reasons makes active modes more attractive i.e. bike sharing
- Personal motivation for car sharing and car clubs?
- The aim is to make the target group aware and for them to experience multimodal options
- Shared mobility thrives when there is good public transport, cycling and walking infrastructure - in behaviour change projects too sharing should be promoted as part of a mix



# A new approach to encouraging sustainable travel

## **Push, Pull and Nudge**

- Understand the barriers to sustainable, multimodal travel behaviour, and that rational arguments reach only a few
- A more individual approach harnessing personal motivations
- Reaching out to everyone and not leaving behind those who suffer the most from the effects of unsustainable transport and would benefit the most from changing behaviour
- To achieve best possible outcomes, and lasting as well as inclusive modal shifts, sustainable transport investments need to include behaviour change measures

# Contact



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