Nudging people towards greener travel

Using behavioural insights and health arguments to get people out of their cars

ECOMM – Uppsala, 30th May 2018

Veronica Reynolds, Sustainable Travel Advisor, Milton Park, Oxfordshire
Milton Park, 250 businesses, 9000 occupiers
Milton Park - Didcot
Milton Park – Process of Engagement

**Travel Survey**
- September 2016

**Appointment of STA**
- Veronia Reynolds was introduced to the Milton Park team and hit the ground running
- Sept - Oct 2016

**Fact finding**
- Discussions with occupiers and external stakeholders
- 4th Oct 2016

**New Liftshare programme**
- The improved liftshare scheme is launched via the website, email comms & social media
- 28th Oct 2016

**Summer of Travel**
- A summer long of cycle to work events, car free days, installation of car share bays, EV charging point installation and more bus shelters across the park.
- Apr – Sept 2017

**A Month of green travel**
- A month long initiatives campaign with rewards and incentives for most miles saved.
- Mar – Apr 2017

**Repeat of Travel Survey**
- Repeat of 2016 travel survey with analysis of great results
- 28th Sept 2017
2016 Travel Survey quotes

“Your survey is biased and I don't trust you the main issue facing the park is the way you're handling parking.

“The constant reduction in parking spaces around the park will only drive people away from working at this location.

“For God's sake, just build a multi-story, you can't expect to keep expanding the business park without providing parking”
Where do people travel from to Milton Park?

50 mile radius

10 mile radius
Behaviour Change

1. Social norming
2. Persuasion
3. Nudge
What others do

The 14 motivators of personal action – Drummond 2008
Behaviour Change – Persuasion

Aristotle’s rhetorical triangle

- **Ethos**
  - Trustworthiness or reputation
  - Tone/style

- **Pathos**
  - Emotional or imaginative impact
  - Stories

- **Logos**
  - Reasoning or argumentation
  - Facts, figures, case studies

**Emotion**
Behaviour Change – Nudge

What is a **NUDGE**?
HOW WE MAKE BETTER DECISIONS WITHOUT EVEN NOTICING
‘Visible’ infrastructure, cues in context
1. Engagement, engagement, engagement
2. Using health and well-being
3. Tailored solutions
4. Working with external stakeholders
5. Travel Forum
6. Campaigns and incentives and rewards
7. Information and Personalised Travel Planning
Using Motivational Interviewing Techniques to move people through the behaviour change cycle

**Overarching Principles**

1. Listen to concerns and barriers

2. Identify benefits

3. Empower individual to identify their own barriers and solutions for overcoming them
“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

— Maya Angelou
Milton Park – Creating a ‘brand’ for the initiative
Milton Park Liftshare Community

Membership growth

Savings (12 month forecast)
- Money savings: £52,613
- CO₂ Reduction: 88.00 tonnes
- Mileage savings: 451,846 miles

Liftshare Lottery!

Sign up to Liftshare to be in with a chance of winning a meal for two each month at a top local restaurant.
www.miltonpark.liftshare.com
Bike loan scheme
Bike Events

Final Bike 2 Work Event of 2017

December Bike Dr

Filter by Category

All Categories
Educational seminar
Networking
Charity event
Social event
Travel event
Health & wellbeing
Information event

On the first Wednesday of every month, a Bike Dr is now available on Milton Park. Cycle or bring your bike to work to benefit from this FREE service. The Bike Dr’s from Mountain Mania Cycles are on hand to offer a free maintenance check on your bike and will be able to give you further advice if you need it.
Travel Campaign,
Car Free Day, Bike events
12 months on – a different story

28% (504) people say they have ‘changed the way they travel in past 12 months’

11% of these (55) specifically mention health as a reason for this change
I've started walking home as often as possible for health reasons.

I now cycle commute 2-3 days per week. This is mostly for health benefits.

Cycling for health reasons, better for environment.

Used to take the bus, now cycling to be healthier.
Milton Park – 12 month Results

- 4% reduction in SOV use equating to 200 fewer cars /day
- 5% increase in cycling
- 14% increase in people sharing their journeys
- Liftshare membership has increased from 74 to 680 people
Milton Park – 12 month Results

- Other Bus: n=7 in 2017, n=6 in 2016
- Car passenger: n=5 in 2017, n=3 in 2016
- Car driver with...
Milton Park – Infrastructure

Connecting Milton Park to Great Western Park – new underpass (and other onsite improvements) should increase cycling by a further 10%
Planned infrastructure improvements
Milton Park – The future
Mobility is more than just wheels, infrastructure and apps!

Build it, and they will come" only works in the movies. Social Media is a "build it, nurture it, engage them, and they may come and stay.

— Seth Godin —