

**Modal shift triggers  
in Richmond**

**09073**

March 2010

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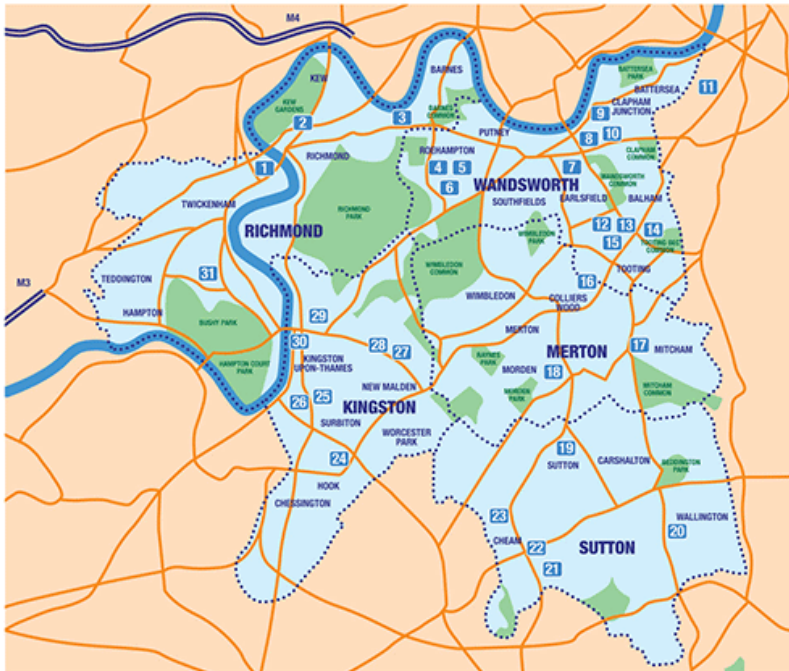
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Research conducted by 2CV

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# **Introduction to the research**

## Background



- Transport for London's Smarter Travel Unit (STU) have designed and implemented a number of travel initiatives in the London borough of Richmond Upon Thames with an objective of motivating travel behaviour change amongst residents or workers in the borough.
- To date a number of projects have been conducted to evaluate STU initiatives and communications prior to their launch, but there is limited understanding as to what motivates and supports actual travel behaviour change in terms of initiatives and communications.
- There is a need therefore for research to understand *why* Richmond residents are shifting to more sustainable travel behaviours and how the broad landscape of communications and initiatives influence residents in order to inform the development of an initiative and communications blueprint to increase the impact and effectiveness of programs.

# Objectives



- *Understand the customer journey to travel behaviour change*
  - *What are the triggers, barriers and tipping points*
- *To understand the impact of communications and initiatives in these behavioural shifts*
  - *Specifically whether these have any role in motivating behaviour change or any impact at the tipping points*

## Methodology and Sample

- Research conducted in February 2010
- 24 x 1 ½ hour depth interviews with a range of Richmond residents who have made a move towards more sustainable travel in the past 12 months.
- Matched sample cells for those who have participated in some component of the STU Richmond program versus those who haven't. Each cell, broken down as follows:

<b>Depths: Not engaged with TfL Richmond Travel Change initiatives</b>	<b>Depths: Engaged with TfL Travel Change initiatives</b>	<b>Life stage</b>	<b>Gender</b>
<b>1</b>	<b>13</b>	Pre-family	Male
<b>2</b>	<b>14</b>	Pre-family	Female
<b>3</b>	<b>15</b>	Pre-family	Female
<b>4</b>	<b>16</b>	Pre-family	Male
<b>5</b>	<b>17</b>	Family	Male
<b>6</b>	<b>18</b>	Family	Female
<b>7</b>	<b>19</b>	Family	Female
<b>8</b>	<b>20</b>	Family	Male
<b>9</b>	<b>21</b>	Empty Nesters	Male
<b>10</b>	<b>22</b>	Empty Nesters	Female
<b>11</b>	<b>23</b>	Empty Nesters	Female
<b>12</b>	<b>24</b>	Empty Nesters	Male

## Engaged vs. Not Engaged

- Engaged respondents (half of the sample) must have been involved in at least one of the following:
  - Have seen TfL / Council Better Ways To Travel advertising, Car Clubs Advertising
  - Walking initiatives – Walk on Wednesday, new on-street walking signs and maps (Legible London)
  - General cycling initiatives – Skyride, Cycle parking, cycle route maps, Cycle Starter Pack
  - Workplace cycling initiatives - Workplace Cycle Challenge, tax incentives to buy a bike through employer (Ride 2 Work), cycling facilities at work such as showers and lockers
  - Cyclist training – organised rides with instructors
  - Have seen roadshow stand at fetes and festivals in the Borough over the Summer
  - Car club or lift-sharing initiatives, either organised or with friends/family
  - Have visited / used the Smarter Travel Richmond Smarter Travel website



# Overview of findings

## Overview of findings

- The research supports and extends the behaviour change model developed during the Smarter Travel Customer relationship program research project (job no. 08215)
  - The eight phases include: Pre-Priming, Priming, Trigger, Preparation, Change, Sustained Change, Advocate and Normalisation; but progress among these need not be linear and can stall or lapse at any point
  
- Influential factors in accumulating reasons for and a desire to change modes (Priming) included positives such health and wellbeing benefits and family bonding time, plus negatives such as stress and the cost of using the current mode. Barriers to behaviour change also exist during this phase, such as familiarity with the old mode, and the logistics of changing to a new mode.
  
- Over half of the Triggers to behaviour change were based on an external influence such as moving house or retiring. People then need to Prepare to make the change, which involved planning such as rehearsing routes and purchasing new kit or Travel-cards.

## Overview of findings continued

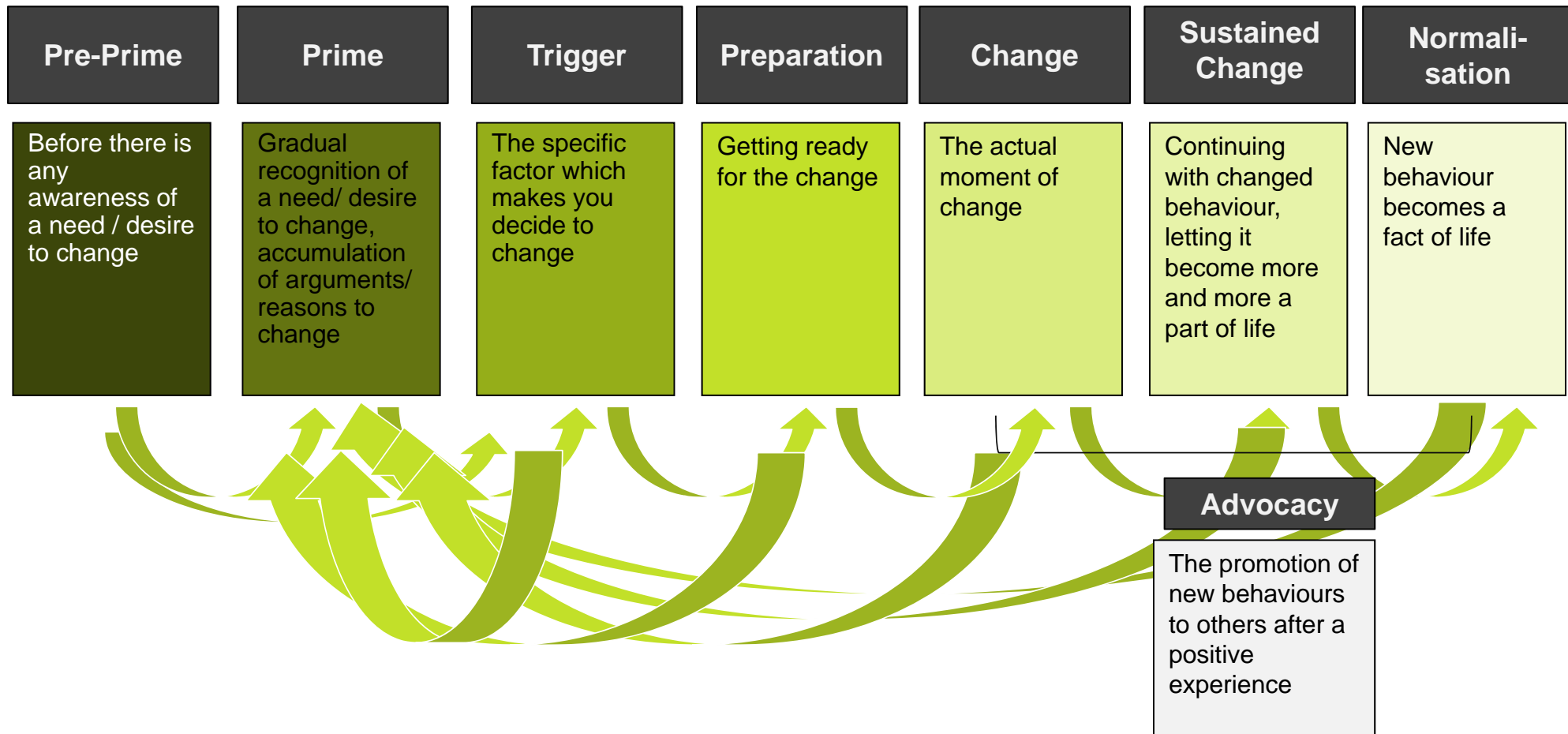
- Influential factors during Sustain were similar to the Priming phase, but here the emotional benefits of an improved journey helped to sustain the change. Tools, social activities and initiatives helped to support and extend this change.
- There was no difference in the impact of the Richmond initiatives during Priming, Trigger and Change between engaged and not engaged people. Initiatives (such as Walk on Wednesdays, Ride 2 work and the website) did however help to strengthen resolve and behaviour change during Sustain and Normalisation.
- Broadly, Richmond Smarter Travel content was appealing. Advertising worked well at Pre-Prime and Prime and also to reinforce Sustain. Initiatives, such as Cycle led rides and Dr Bike, seemed most effective at/after Change. Not all initiatives worked at all points in behaviour change.

# **Common themes along the journey of behaviour change**

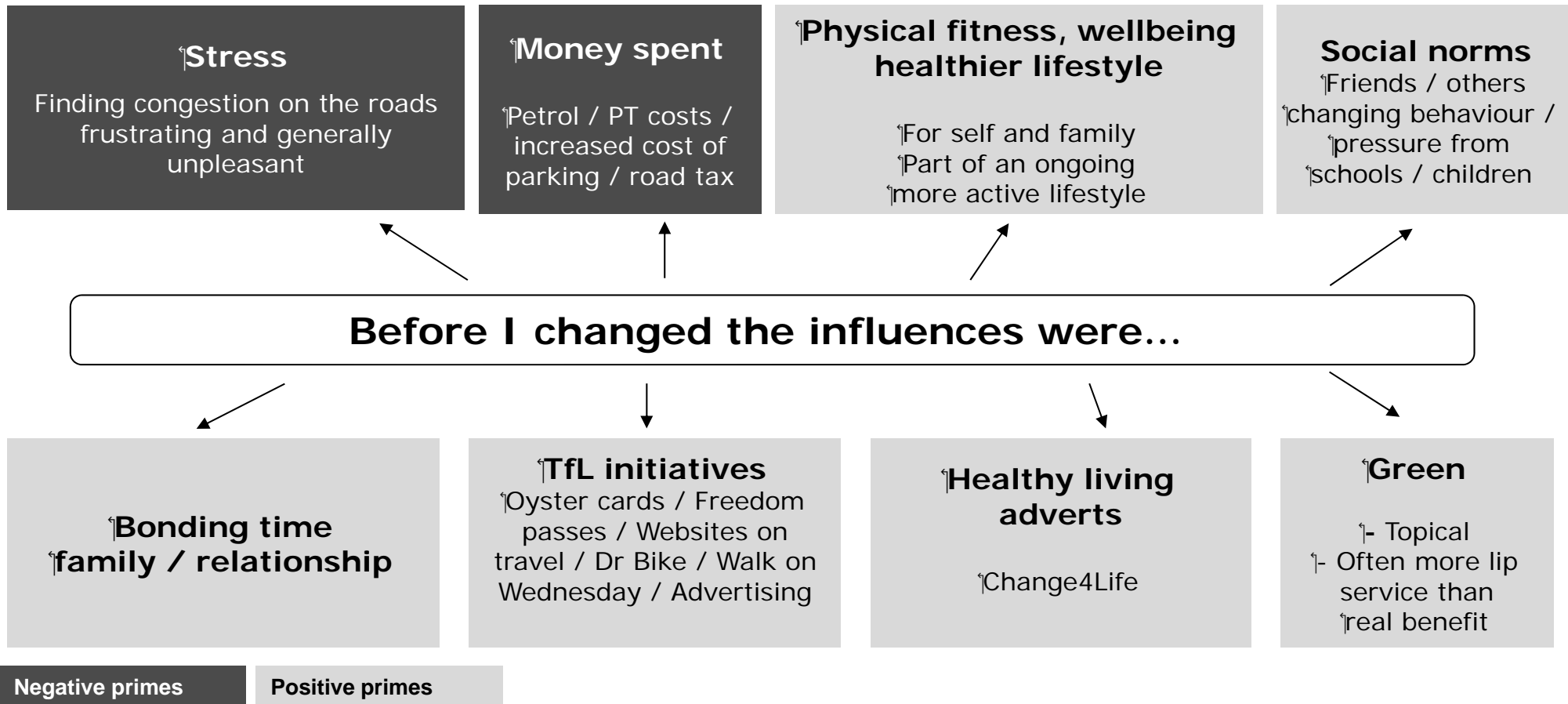
(A step by step review of the process)

## A re-cap on the journey of behaviour change

*Behaviour change can be a linear or non-linear journey, at any point you can lapse or progress can stall. Motivation and momentum are required to progress.*



## Priming: multi-layered including positive and negative factors



Respondents recount multiple Primes being present before the behaviour change, for most gradually accumulating over a number of months or years

## But Primes also battle against Barriers to change

### Ingrained travel habit

- **Convenience** of doing what you've always done
- **Familiarity / predictability** of modes of transport – reassurance that you'll know when you get there and the experience you'll have
- **Auto-pilot** No need to rethink travel options on day to day journeys
- It's about the **destination not the journey**....Travel is after all just transit between locations

### Adoption of new behaviour

- **Weather** the comfort of a controlled eco-system (car / and sometimes public transport) reigns in winter particularly
- **Outlay** for kit such as cycle gear, warm coat for walking
- **Facilities** such as showers at work, proximity of bus stop
- **Safety** walking / public transport at night, children walking to school, safe cycle parking

Most of the time it's easier not to change.

## Priming: Sheila's story...



- Three years ago, Sheila changed job and no longer had a company car

- Change in job meant that she focussed efforts on new role rather than changing travel habits

- 18 months ago Sheila started noticing media about climate change and wanted to do something

- 12 months ago, Sheila wanted to get fitter and started thinking about walking more, but the weather was bad and it was dark at night

- One friend started cycling for fitness and another started walking (because her car was in the mechanics for two weeks)

- Summer weather in 2009 meant it was easier to start walking to the gym and travelling more sustainably

Consideration steadily growing...



## Trigger: once Primed, a specific event usually prompts change

Respondent	Trigger
Paul, family	Moved house
Tony, pre-family	Moved house
Jackie, family	Moved house
Katie, pre-family	Moved house
Danielle, pre-family	Moved house
Stewart, pre-family	New job
Tony, empty nester	Retiree
Penny, empty nester	Retiree
Graham, empty nester	Retiree
Henry, empty nester	Retiree
Max, empty nester	Retiree
Kate, family	Gets divorced
Mary, empty nester	Husband passed away
Jo, empty nester	Daughter left home, no need to travel around
Daniel, pre-family	Met his girlfriend and started staying at hers
Sarah, family	Looking after other kids, not enough room in car
Neil, family	Bought Oyster card to save money
Steve, family	MOT needed renewing, didn't have money for it
Sophie, pre-family	Traffic, congestion had had enough
Stephen, family	Traffic, congestion had had enough
Dawn, pre-family	Traffic congestion had had enough
Freddie, pre-family	Friend tells him to not be so lazy
Tamara, family	Husband buys her a bike
Sheila, empty nester	Health and wellbeing reasons (plus good weather)

*External influence /  
change in regular  
journeys*

*Nudges / minor factors*

*Frustrated with  
current mode*

*Lifestyle motivations*

## **Prime / Trigger: occasionally a change in destinations or circumstances can lead to a Change without Priming**

### **Daniel, 33, pre-family**

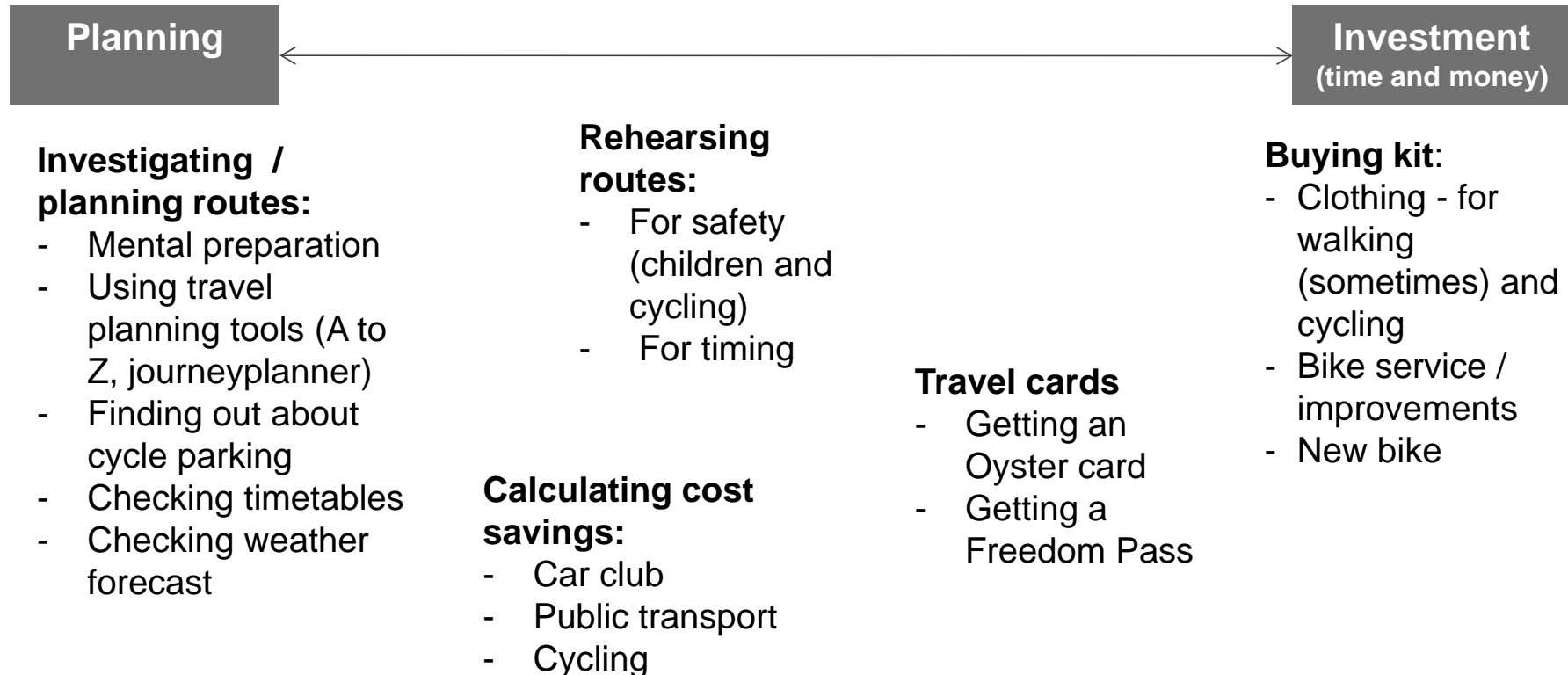
- Daniel hadn't ever really considered using his car less. However he met a new girlfriend, and this acted as a trigger to behaviour change. She regularly caught the bus, and encouraged him to get the bus with her one day to go to the spa. He then began to get the bus more regularly, into Kingston to go shopping with his girlfriend. This led to him using journey planner to plan other trips that can be taken by bus rather than taking his car. He also started to walk more too.

### **Danielle, 23, pre-family**

- Danielle recently moved back to Twickenham after finishing university. She needed to save money, so started using her car less for leisure journeys. She then got a new job, which was quite far away from home, but still couldn't afford to drive, so takes the tube, even though this means getting up a lot earlier than she would otherwise have to if she drove to work. She doesn't like this change but has to do it.

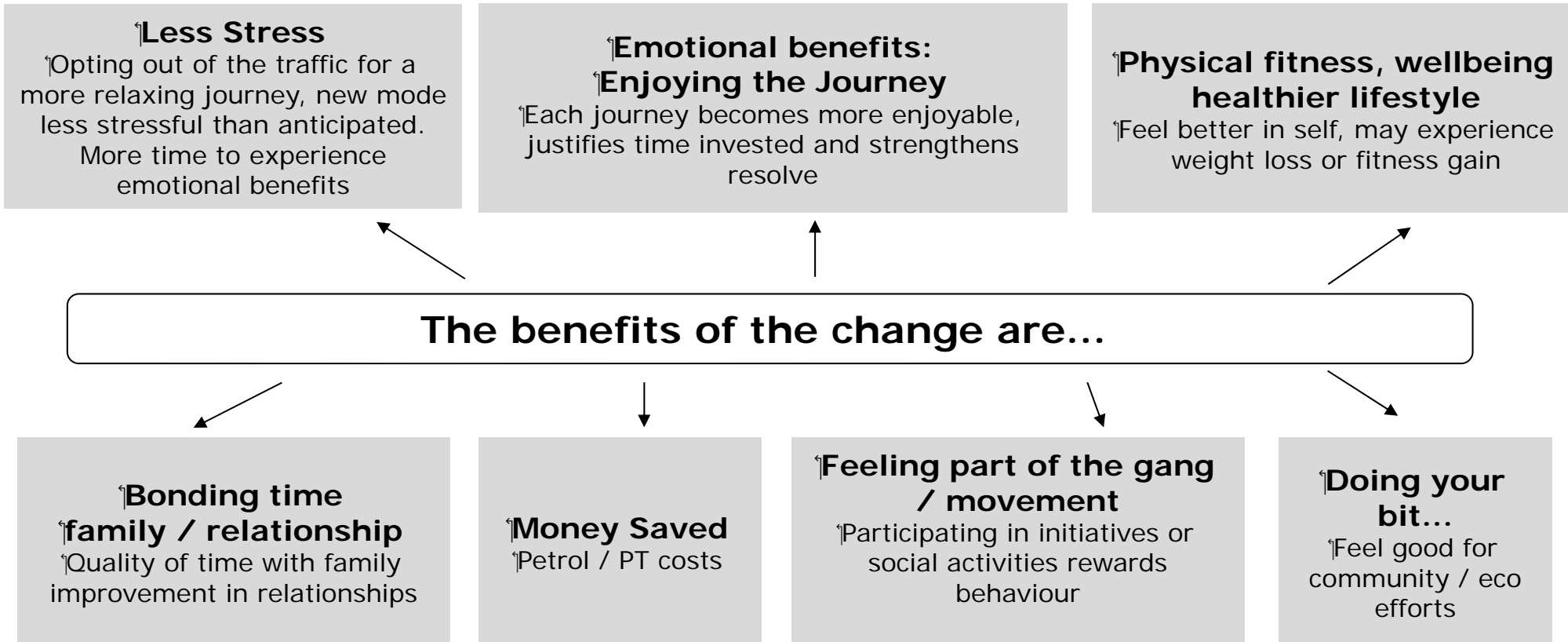
**This is possible with a change to public transport and walking but unlikely to occur with cycling where more emotional and practical preparation is required**

## Preparation: can take many forms



Some modes (cycling particularly) require a greater investment than others.

## Sustain: benefits are somewhat consistent with Primes



The quality of the journey is increased as emotional benefits come to the fore.  
Benefits play an important role in sustaining behaviours, it becomes a lifestyle choice

## Benefits: testimonials

*“It’s time with the family being well spent, the kids are desperate to walk to school and they love getting onto the tube, it’s about quality of life, with our active travel we have so much more of that now”*

*“It’s just not about getting there more quickly, it’s so much more than that, it’s the view you get from the window, it’s making the most of your down time, getting to read a book, getting to enjoy the journey”*

*“I love getting onto my bike and the feeling of freedom, it reminds me why I made the decision to do this, once I’ve had a shower and everything it’s not that much quicker but it is a better way to travel”*

**Often it is the rewarding emotional experiences that sustain behaviour and start to move towards normalisation**

## Sustain: tools, social or community activities and initiatives played a role in supporting behaviour change

### Tools

- Website / Journey Planner
- Cycle Maps

*"I use the Journey planner to check whether I can get to the different places by train"*

*"I use the Cycle Maps to look into the cycle paths, it was really useful"*

### Social or community activities

- Organised walking clubs (through school or local communities)
- Lift sharing with friends / other parents

*"We have a walking club at school where the kids sign in when they arrive each day, it give freedom to the kids and peace of mind to the parents"*

*"I offered a lift to my neighbour when I first joined the investment club and realised he lift shared with another person, we all take it in turns now and it means"*

### Initiatives / Infrastructure

- Cycle 2 Work
- Cycle Paths
- Bike Sheds / Showers
- Bus Digital Displays

*"I cycle for 45 minutes every day now, the cycle paths make me feel much safer"*

*"I know when I go to the bus stop when the next bus is coming so I can make a decision whether to walk to the next one"*

Once a behaviour change has been made, along with benefits, these supportive elements become important to maintain and extend new behaviours

## Sustain: Barriers are still evident at this stage in the journey

### Old habits die hard....

- Sometimes it's easier to get into the car...
  - When the weather is bad
  - When you're running late
  - When it's a new journey
  - When you don't know when you'll be coming home
  - When it costs less to take the car (multiple buses / bus for a short distance)
  - When it's busy on transport
  - Complicated routes
  - When the car feels safer

### New behaviours not always adequately supported

- When it's not that easy to change
  - Where bike parking feels unsecure
  - Stations that feel unsupervised (particularly late at night)
  - Poor lighting on street
  - Lack of awareness of Oyster card / perception that buses are expensive
  - When there's no showers at work and the weather is bad
  - When the journey seems complicated on journeyplanner

People do lapse from time to time for a number of reasons.

## Advocate: an additional phase in behaviour change was evident

- Once people have changed behaviour and had positive experiences they seemed to be acting as a Prime or Sustain factor for others.

*"I encourage my husband to walk now, we both walk to the gym and take different routes to see who gets their faster"*

*"My friends had begun walking and cycling and it made me think about my travel, it became a really big factor I think"*

*"I used to drive to the gym and then my mate told me how pointless this was"*

*"I told my friend about the Overground and they use it all the time now"*

*"The children walk to school and now badger us to walk too"*

**Providing powerful personal testimonials of benefits and insider knowledge of resources.**



# Normalisation

- Of the people we met, normalisation was only in early phases as they had all changed their travel behaviour in the last 6-12 months.
- However, it would seem that once a behaviour starts to enter normalisation, it becomes habit and automatic, just as it is with people who haven't yet made a change (i.e. more rational explanations are used to explain travel behaviour, it's quicker, it's easier etc., as opposed to emotional benefits)
  - **Convenience** of doing what you've always done
  - **Familiarity / predictability** of modes of transport – reassurance that you'll know when you get there and the experience you'll have
  - **Auto-pilot** No need to rethink travel options on day to day journeys
  - It's about the **destination not the journey**....Travel is after all just transit between locations

Normalised behaviour operates on a more habitual level. It can be difficult for people to articulate their own behaviour, and functional / rational explanations are more top of mind

**A note on Engaged vs. Not Engaged  
with STU Richmond initiatives**

## A note on Engaged vs Not Engaged

- In terms of the journey to behaviour change, the stories of Engaged versus Not Engaged were not particularly distinct.
  - There were no differences between the Prime, Trigger and Change phases
  - Whilst the program had sometimes played a role in priming, for example seeing Walk on Wednesday or Dr Bike activity in the borough, this Prime was also noted amongst Not Engaged who had not actively participated but had seen the activity.
- For those who had actively participated (Engaged) in the initiative (WOW, Ride 2 Work, visited website) the overall impact was as an assisting tool in Sustaining and Normalising behaviour change.
  - Leading to a stronger Sustainment and also providing tools to help them *Advocate* to others around them

Overall journey to behaviour change is consistent across the sample,  
with differences in support noted in sustain phase

# **Richmond: Case studies**

## **The people we met**

(Based around Behaviour Change Journey)

## Sarah, family



### Who is she?

- Lives with husband and two children: Toby and Lara
- Lives in Hampton
- Husband has own IT support business, works from home
- Sarah runs small-scale cake-making business, for weddings and parties
- Enjoys going to green spaces with children in spare time

### Travel behaviour

- Sarah cycles children to and from school, daughter on back of bike, son on scooter
- Children involved in Walk on Wednesdays
- She gets the bus into town locally, and train into London occasionally
- Still uses car when weather is bad, or when she is delivering cakes

## Sarah, family

creative as you like, we want to understand the journey you have been through

### SUMMER 2009

Schools out and I need to find ways of transporting the children (+ friends) without car. only had 2 rear seats. Realised that public transport was ideal alternative.

### AUTUMN 2009

Credit crunch has really kicked in and we need to lower our expenses. fuel is an obvious choice.

### CHRISTMAS 2009

Queuing to get into the Kingston car parks is just impossible. !!! Bus route is perfect way to dodge the headache & cheaper!

### SPRING (ISH!) 2010

Children are back at school and after spending what seems like months inside, we're desperate to get back outside. Using our bikes & scooters to get to school was an obvious choice. We're saving money, getting fitter and I get to avoid all those school mums who can't park!

# Sarah, family

## 1. Primes

- Children want to walk / cycle due to school initiatives (involved in WOW) – cycle a bit in holidays
- Sarah wants to build more exercise into her own / children's lives
- Traffic becoming unbearable around school gates & in town
- Money is tighter, trying to cut back where they can

## 2. Trigger

### **Taking care of friends children over summer – won't all fit in the car**

*"It encouraged me to do something I had been thinking about for a while – ditch the car and get on the train...I don't want to be a 4 x 4 mummy!"*

*"I've got better things to do with my life!"*

## 3. Preparation

- Online Street map
- Journey Planner
- Gets bike out of shed, needs some TLC - has kit she needs for herself and kids already

## 4. Change

- Train and tube into central London
- Cycles her children to school (boy on scooter, girl on back of her bike)
- Sarah takes bus locally

## 5. Sustained Change

- ✓ Not as difficult getting four children around on train and tube as she thought
- ✓ Children enjoy public transport experience
- ✓ Convenient bus routes
- ✓ Cycling to school quicker than walking
- ✓ Notices money saved
- ✗ Poor weather
- ✗ Bumpy paths to cycle on
- ✗ Cars pull out of driveways, danger to kids

## 6. Changed behaviour becomes normalised

- Enjoy new active travel, but still drive when weather bad

**Whilst Sarah had been considering change for a while, the tipping point was having too many children to fit in the car.**

## Jackie, 42, family



### Who is she?

- Married, lives with husband and two sons: 13 and 10 years old
- Lives in Twickenham, recently moved house
- Works locally
- Enjoys spending time with the family, with strong focus on activity

### Travel behaviour

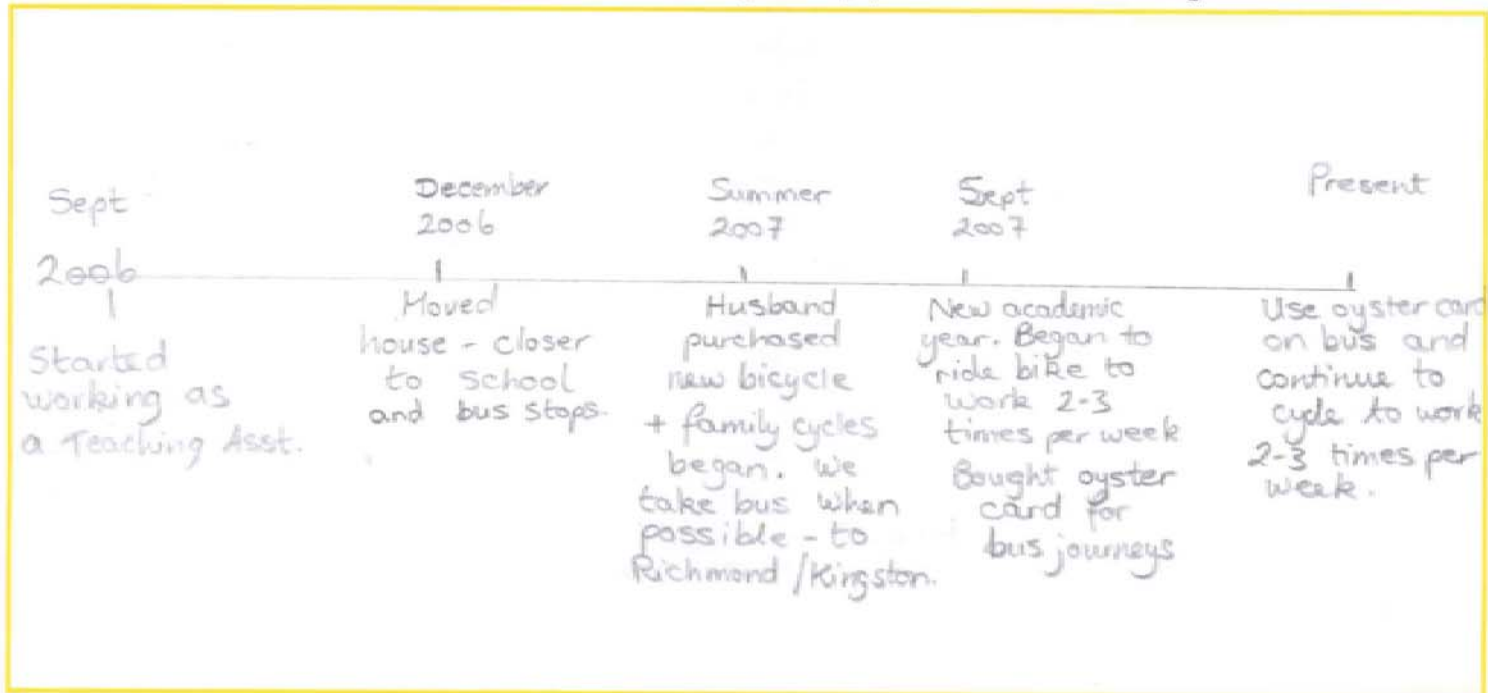
- Jackie and her family try to be as active as possible during utility and leisure journeys
- Jackie and her husband both cycle to work and the children walk to school
- She still uses the car for some journeys such as taking the children to after school activities and shopping
- Jackie and the children sometimes use public transport at the weekends



## Jackie, 42, family

### My recent travel change

In this box we would like you draw a timeline and describe the travel change you have undertaken. Including dates, events and a description of the change. Please be as creative as you like, we want to understand the journey you have been through



# Jackie, 42, family

## 1. Primes

- Traffic getting worse
- Children want to walk / encouraged at school
- Excitement around 'active travel'
- Husbands environmental concerns

## 2. Trigger

### Moved house

- Closer to school / work, so can walk / cycle
- "The move meant that it made sense for us all to change the way we travel daily – we'd be more active, and save money"*

## 3. Preparation

- Cycle to work scheme – husband buys bike
- Rehearsal of school walk with children
- Bought Oyster card

## 4. Change

- Children walk to school
- Jackie and husband cycle to work, or catch bus
- Cycle for leisure as a family
- Bus travel at weekends

## 5. Sustained Change

- ✓ Fitness and wellbeing for whole family
- ✓ Walk on Wednesdays
- ✓ Increased confidence / improved cycle skills / familiarity with routes
- ✓ Bike at shed at Jackie's work
- ✓ Others / colleagues cycling
- ✓ Cycle paths – cycling with children safer
- × No shower at work for when weather poor
- × Not wanting to leave bike at run down locations

## 6. Changed behaviour becomes normalised

- Active travel is now a way of life
- Jackie cycles to work

External triggers meant Jackie and her family were forced to plan travel routes. New modes were enjoyed and more changes were made.

## Katie, 27, pre-family



### Who is she?

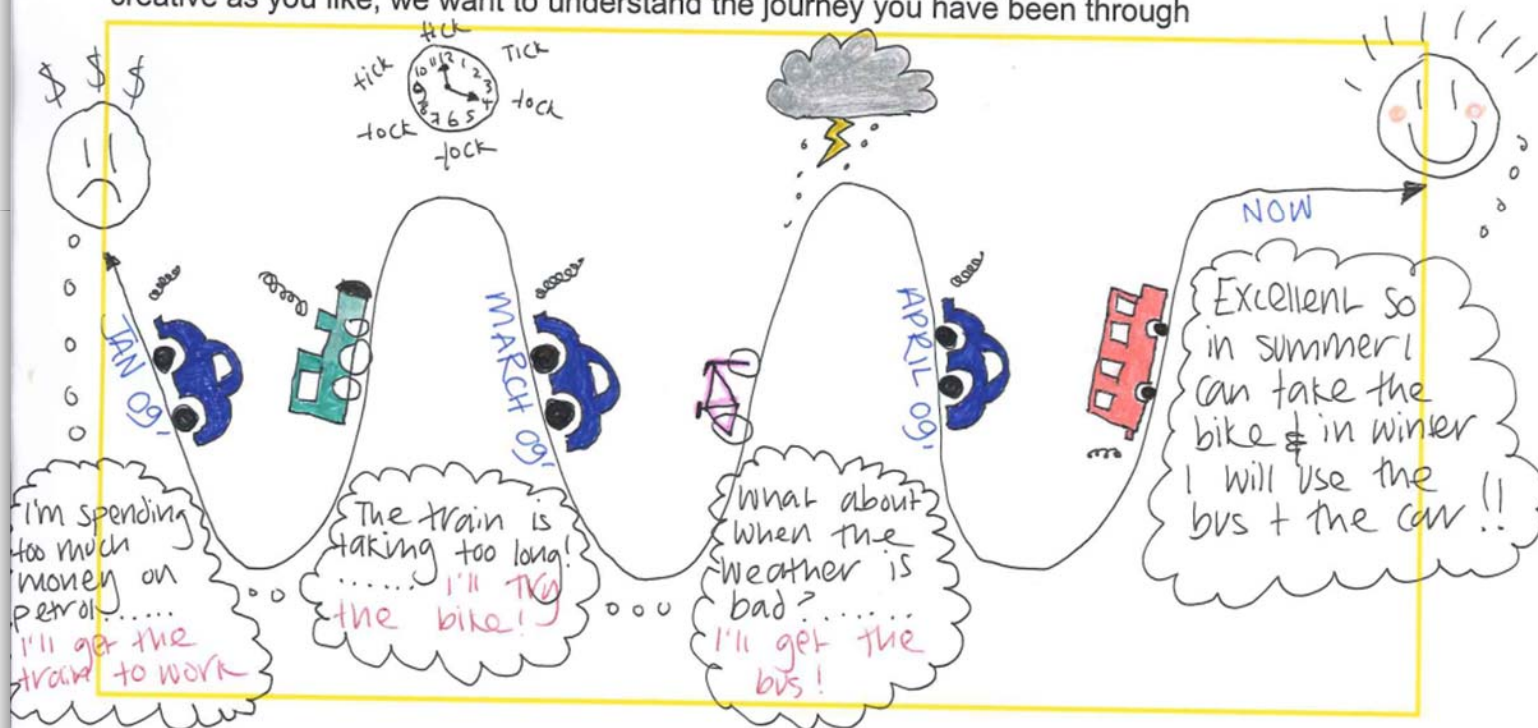
- Katie lives in Hampton with her boyfriend
- She works at Jigsaw Headquarters, based in Kew
- Katie likes to stay in shape and tries to go the gym (in Sudbury) every day
- She also enjoys going out clubbing at the weekends

### Travel behaviour

- Katie has driven since her late teens
- Used to always drive to work, when she lived at home
- She now mainly uses bus and car and cycles when the weather is good
- She drives to the gym in the morning, and then takes the car or bus on to work, depending on how much time she has

## My recent travel change

In this box we would like you draw a timeline and describe the travel change you have undertaken. Including dates, events and a description of the change. Please be as creative as you like, we want to understand the journey you have been through



# Katie, 27, pre-family

## 1. Primes

- No longer living with parents, so needed to save money
- Enjoys taking public transport because she has time
- Doesn't enjoy driving
- Often lots of congestion between home and work.

## 2. Trigger

### Moved house

- She moved out of family home, so needed to save money
- Discovered a bus went from outside her house straight to her work

*"It saves me the vast sums I was spending on petrol"*

## 3. Preparation

- Got an Oyster card
- She started to get up earlier so she could go to the gym and can then get cycle or get the bus on to work

## 4. Change

- Starts taking train (but takes too long) and cycling, but weather too bad
- She discovered excellent bus route, which she then began to take regularly

## 5. Sustained Change

- ✓ Convenient bus route
- ✓ Comfortable mode: bus route begins just before her house, she always gets a seat
- ✓ She likes having her own space, and feels bus provides this
- ✓ She tries to get up early enough so she can be at gym by 06:30, so she can then drive back home and then take bus on to work.
- ✓ Sometimes if she is running late she will drive straight from gym to work

## 6. Changed behaviour becomes normalised

- She tries to take the bus as much as possible, but sometimes would rather have lie-in and then drive
- In summer she says she will cycle

**New home combined with motivations to save money and frustration at congestion has led to a multi-mode approach to commuting**

## Stuart, 24, pre-family



### Who is he?

- Single
- Lives with parents in Twickenham
- Recently returned from a gap year
- Plans to move out in the future

### Travel behaviour

- He cycles to work mostly but drives or takes the bus when the weather is bad
- Occasionally walks to work when the weather is nice
- Takes the train into Central London to go out with friends
- Stuart owns a car and enjoys the feeling of driving (he still drives to the store to buy food)



# Stuart, 24, pre-family

## 1. Primes

- Television adverts 'Drive 5 miles less a day'
- Wanted to be healthier
- Public transport prices went up – looking for alternatives to driving

## 2. Trigger

### **New Job**

- Closer to home
- Work with autistic adults who like to cycle

*"It makes me feel good to spend time with the guys, taking them cycling in the park and doing something they enjoy."*

## 3. Preparation

- Drove the route first few days
- Bought a new bicycle and gear
- Used TfL Journey Planner

## 4. Change

- Cycles to work almost everyday
- Uses buses more often
- Drives much less than before

## 5. Sustained Change

- ✓ Shower facilities at work
- ✓ Improved fitness and wellbeing
- ✓ Takes quieter routes with less traffic
- ✓ Actively trying to learn about Oyster
- ✓ Positive effects on the environment
- ✓ More interested in government sponsored events like SkyRide as a way to meet new people and take the adults he cares for out for safer rides
- ✗ When the weather is bad he drives / catches the bus

## 6. Changed behaviour becomes normalised

- Likes having the options and feeling that he is doing something good for himself and the environment
- Still drives when weather bad

Enjoyment of cycling is encouraging Stuart to get friends involved in events such as Skyride



## Henry, 61, empty-nester



### Who is he?

- Henry is 61 and retired
- He lives near Kew Gardens with his wife
- After retiring in April he has much more time on his hands
- He has an elderly mother who lives in Oxford who he visits once a week to take care of
- He is a member of an 'investment club' who meet once a month

### Travel behaviour

- Henry cycles every day for 45 minutes for fitness
- He gets the bus to travel around the local area and since retiring is using the tube less
- He is making an active attempt to use his car less
- He worries about the safety of his bike
- His wife works nearby and drives to work because the bus is unreliable
- He keeps his car to drive to his mother's once a week

## Henry, 61, empty-nester

creative as you like, we want to understand the journey you have been through

In my case the timeline is very firmly drawn at 30.04.2009.

Prior to this :-

The bulk of my travelling was commuting by Tube from Kew to the City with very occasional car journeys and flights to clients and conferences. Time pressures meant little travel on weekday evenings and all weekend travel by car to save time. Holidays tended to be flights both long haul and short haul except car journeys to our holiday home in Devon.

Post this date :-

There is now more time plus I have the Freedom Pass and Senior Railcard. I have also been given a cycle which I largely use to try to get exercise locally along the towpath (I avoid roads as much as possible).

# Henry, 61, empty nester

## 1. Primes

- Had tried to use car less overall
- Was considering environmental and health factors
- Had received his Freedom Pass which made travel cheaper by public transport

## 2. Trigger

### Retired

- Stopping working in central London meant that Henry no longer needed to commute by tube
- A colleague gave him a bike

*“With more time on my hands I have a different lifestyle and travel habits”*

## 3. Preparation

- Investigated different bus routes
- Overhauled the bike
- Prepared secure bike parking in his back garden

## 4. Change

- Stopped getting the train/tube to work
- Started catching the bus to the shops with his wife
- Started cycling every day for 45 minutes

## 5. Sustained Change

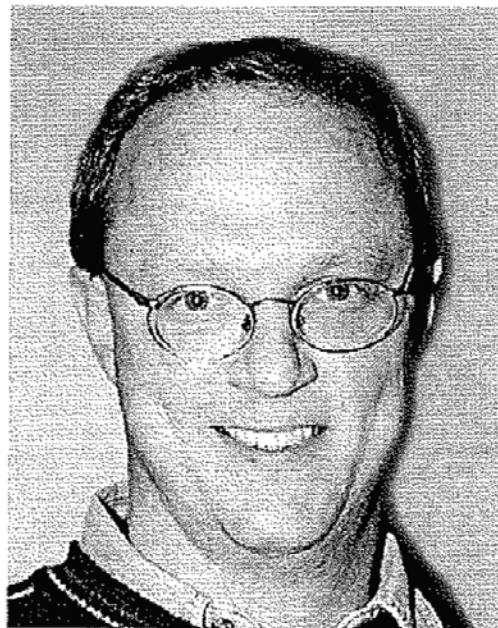
- ✓ Less stressful by bus
- ✓ Enjoys fitness
- ✗ Very concerned about bike parking (biggest crime in Richmond) and does not use for utility journeys
- ✗ Has considered getting rid of his car (to one car family) and looked into car clubs but hourly rate does not suit his wife (would need for the day to commute) or himself (would need a full day hire for visiting his mother)

## 6. Changed behaviour becomes normalised

- Freedom Pass increases use of public transport
- Cycling more and more for fitness
- Looking into new bus routes
- Considering reducing to one car when his wife stops work

**Significant concerns over security of his bike are holding Henry back from using it for more utility journeys such as shopping**

## Stephen, family



### Who is he?

- Married, with three boys (aged 10 to 17)
- Former banker, now consultant and director of family owned e-business
- Has lived in Richmond since 1996, although has moved a few times
- Active in local community – treasurer of Kew Society and neighborhood watch coordinator

### Travel behaviour

- Works primarily from home, although travels to different parts of London for work
- One car family - wife generally uses the car and he uses public transport
- Likes living in Richmond as it offers many transport options. Uses the Tube, rail and Overground to access central London, the car and the bus for local journeys
- Finds himself walking and taking the bus more often nowadays for specific local journeys when it's quicker than other modes

## Stephen, family

EARLY DECEMBER 2009 : DRIVE TO KINGSTON. UNABLE TO PARK FOR  
C 30 MINUTES. PROBLEMS LEAVING; LATE TO  
PICK-UP SON FROM SCHOOL. BAD EXPERIENCE!

MID DECEMBER 2009 : TAKE 65 BUS TO KINGSTON. GET OFF AT  
BUS STATION, EASY WALK TO SHOPS.  
CONSOLIDATE SHOPPING AND ARRANGE DELIVERY TO  
HOME. BUS HOME. GOOD EXPERIENCE!

NOW: PREFER TO USE BUS AND AVOID PARKING HASSLES. KEY WILL  
BE GOOD ROUTING AND NOT WAITING TOO LONG.

# Stephen, family

## 1. Primes

- Stress in the car
- Not always the quickest way
- Parking hassles
- Seeing the bus stop down the road from his house

## 2. Trigger

### A trip to Kingston in the car

- Stuck in congestion
- Queues and cost for parking
- Stress and hassle

*"I've got better things to do with my life!"*

## 3. Preparation

- Looked into local bus times / routes - bus stop just down the road and straight journey to Kingston
- Mentally weighed up pros and cons of bus v. Car
  - cost, time and stress

## 4. Change

- Taking the bus more often for specific journeys

## 5. Sustained Change

- ✓ Bus tends to come quickly – within 5 minutes
- ✓ Pixel board at bus stop
- ✓ Enjoy being high up on the top deck – leisurely and counteracts stress of the car
- ✓ No parking needed
- ✓ Oyster card makes it easy to use
- ✗ Took the bus to pick up kids but got stuck in traffic, late and won't do it again

## 6. Changed behaviour becomes normalised

- For specific journeys, when no time pressure, no one is relying on you, taking the bus is better

Frustration with congestion finally reached a tipping point for Stephen, since that point he has made small behaviour changes.

## Sheila, family



### Who is she?

- Sheila works in real estate conducting inventories on properties all over London
- She lives in Whitton with her husband, her daughter is at college but comes home most weekends
- She likes going to the gym and shopping

### Travel behaviour

- Until 3 years ago she used to have a car for work and drove all over the UK
- Her work still requires a fair amount of travel around London but she has been using her car less and less in favour of public transport for work
- She walks to and from the gym as it gets her metabolism going

## Sheila, family

I was using my car most of the time even for short journeys where I could have walked. I was only using public transport - Train or tube when travelling into central London. Felt a bit guilty using the car all the time particularly when some of the journeys were short.

Influences - ① Media coverage and programmes about the environment.  
① A lot of my friends have taken up walking, riding a bike or car sharing

I have felt healthier by walking more. I feel I am doing something to helping the environment and if more people do a little bit towards this we will live in a better place.

I now think about the journey I am making where as before I would just use the car. Do I really need to drive, what are the alternatives. I feel I am making a contribution to a better environment. Family have supported by joining in using alternative to driving. Even my daughter doesn't always expect me to be a taxi service.



# Sheila, family

## 1. Primes

- Three years ago stopped needing the car to drive around the UK
- Awareness of environmental issues in the media
- Wanted to get healthier
- Two friends who had started to walk / cycle more

## 2. Trigger

### Summer weather

- Had been planning to change behaviour (walking and public transport) since January 2009
- Friends had changed around this time too
- Waited until June 2009 to start

*"It was easier to start in the summer months"*

## 3. Preparation

- Used journey planner to check options for travelling to work
- No preparation needed for walking – she knew the routes and just needed to make the decision

## 4. Change

- Walking to the gym
- Public transport for work where possible
- More public transport for shopping and other leisure activities

## 5. Sustained Change

- ✓ Walks to the gym to get her metabolism going
- ✓ Gets public transport for shopping
- ✓ Considering cycling for leisure
- ✗ Does not have an Oyster card – perceives certain journeys to be more expensive by bus than car, she thinks that the cost of travel by bus is increasing
- ✗ When the estate agent office is too far away from the property and transport links

## 6. Changed behaviour becomes normalised

- Walking and public transport normalised
- Feels healthier and better about herself

For Sheila priming began when she left her old job, it took three years, a focus on lifestyle and prompts from friends to finally make the change. She hasn't looked back since.

# **The Richmond initiatives in focus**

## Overall response to the scheme is positive

*"Things for kids are great, we've become so much more active as the kids have got older"*

*"Richmond is a unique Borough so it feels right that this scheme is specific to Richmond"*

*"The website has all the information you'd want – the local weather and travel updates is perfect"*

**A positive response overall from Richmond residents**

*"I don't think I've seen this advertising, it's quite generic"*

*"The kids love the stickers from the Walk on Wednesday, it's made them want to walk more and we've walked more as a family"*

*"This is really useful, but I'm surprised I haven't heard about it, where would I get this"*

*"I'd use the bike maps to see where else I could go"*

*"There's something for everyone"*

## Those who have been Engaged are particularly positive

### Ride 2 Work

*"I couldn't ride to work on my old bike, getting the discount and support from work was brilliant"*

### Walk on Wednesdays

*"The kids love it and want to walk every day now, it's made us walk more as a family"*

### Car clubs

*"I saw the ad and it made me think about the savings, I looked into it and there's a place at the end of the road"*

### Website

*"It's really useful to have the link between the weather and travel. The school also links through to this site"*

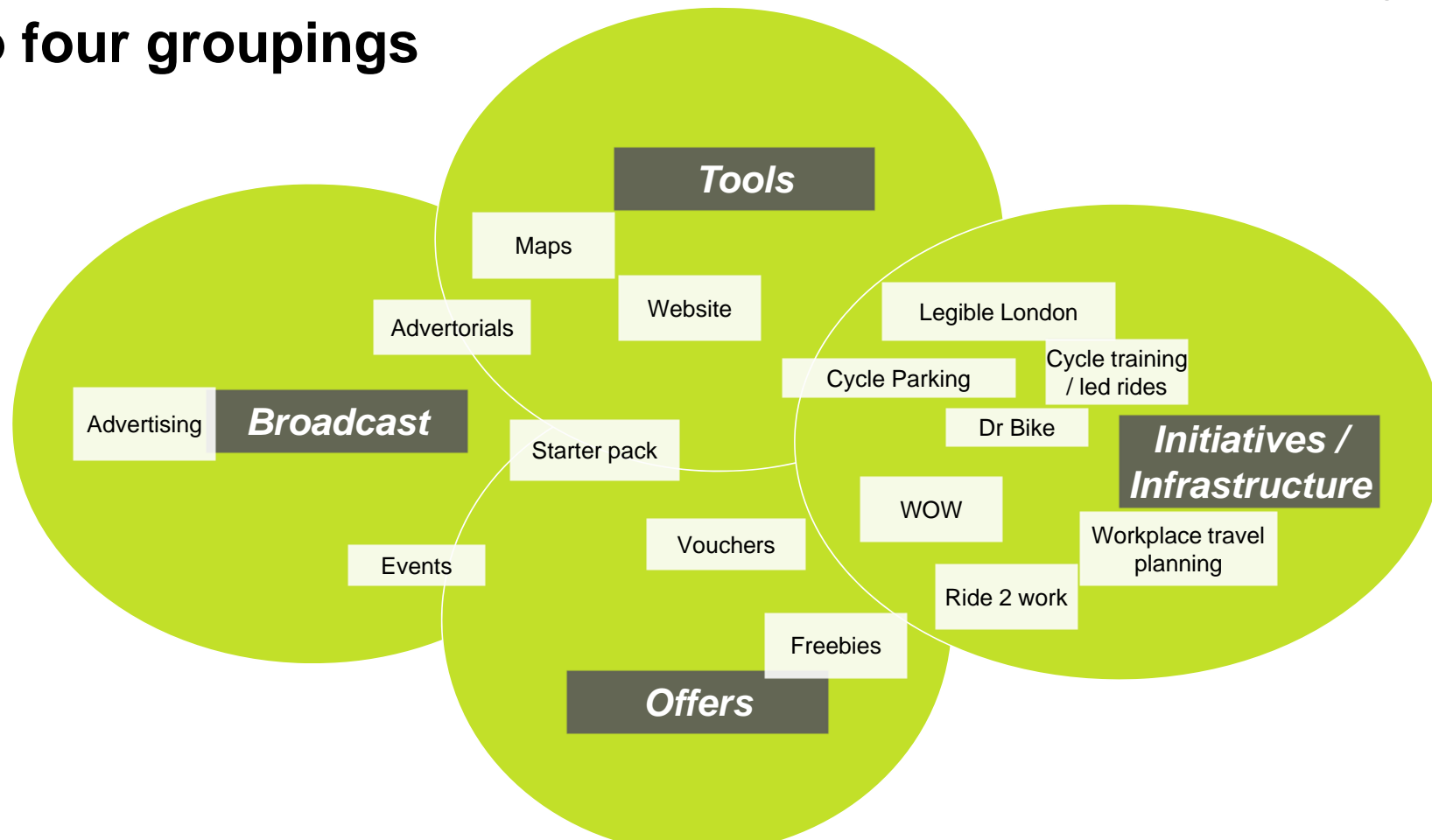
### Roadshow Stall

*"I didn't stop as I was just passing by but I remember thinking it was good they had all that information, if I'd known they had maps I might have stopped"*

### Skyride

*"I've started cycling through with the Cycle to Work Scheme and am now going to organise some friends to take part"*

## Based on respondent responses, STU Richmond activity falls into four groupings



Not all initiatives work at all points in the behaviour change journey. Broadcast works well at Pre-Prime and Prime and also to reinforce Sustain. Initiatives seem most effective at/after change.

# 1. Broadcast: Advertising and advertorials

**How it works:** generates awareness of the benefits of different travel modes and a sense that the Borough is changing as well as promotion of specific tools and initiatives

**Where it works:** as a Prime, supporting Sustain with good news stories

## Strengths

- Facilitates promotion of a range of initiatives
- Promotion / provision of useful information, and then decision up to individual
- Feels targeted / personalised
  - In local, respected press
  - Around local area, e.g. car park tickets and therefore intersects residents at point of making a decision
- Vouchers and freebies draw attention
- Helps to target un-primed people

## Opportunities for development

- Emphasise a range of benefits to support the journey to behaviour change



# 1. Broadcast: Events

**How it works: stall is engaging and offers human contact and advice at events that people are engaged with**

**Where it works: as a Prime, also providing information and offers during Priming, and at point of Trigger and Change**



## Strengths

- Presence at well known local events creates halo
- Established road show implies others are already involved, i.e. a movement towards smarter travel in community
- Human contact facilitates bespoke solutions for visitors
- Helpful information / tools to take away

## Opportunities

- Potential to get Advocates to provide advice at the stand – peer to peer rather than authority to peer
- Target provision of collateral so that visitors are receiving useful things e.g. bike lights for those who have starting cycling, vs. information about buying a bike or cycle training to those who want to start
- Reference to ‘transport options’ can seem too broad and not how the average traveler thinks about their journeys; potential to refer to specific benefits / modes of interest to draw people in

## 2. Tools: Starter packs

**How it works: a substantial freebie that provides useful information and tools to people with a range of different levels of experience**

**Where it works: as a tool to support Change and Sustain**

### Strengths

- A good quality and multi-faceted pack that is well received
- Sense that individual is being supported by TfL
- Targeted at people living locally – maps a big win
- Contains elements that are useful for people at different stages of a travel behaviour change
  - Information about types of bikes for beginners
  - Cycle maps potentially for the more experienced
- Vouchers and freebies act as a pull, especially for families

### Opportunities

- To target pack more to the individual
  - A ‘starter’ pack for a beginner, with information about preparing to begin new behaviour, useful tools for this stage of change
  - An ‘expert’ pack for those post-change, providing maps covering greater area, or vouchers for items catering to more advanced skill set
  - More specific tools for current users such as bike reflector
  - Deliver at relevant distribution routes such as gyms, work places





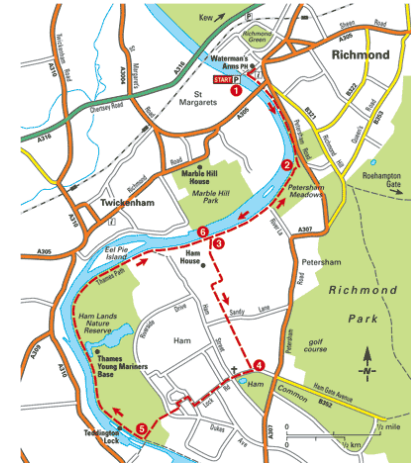
## 2. Tools: Maps

**How it works: A functional tool that has cross – mode appeal and has emotional underpinnings**

**Where it works: at all stages maps have potential to encourage reconsideration of travel options**

### Strengths

- A highly usable and portable tool
- A valued item, usually something that is paid for
  - Seen to be quite a high value item to receive through your door
- Personalised feel as map for local area – more likely to be useful
- Cross – mode appeal
- Emotional quality also works as a Prime to change potentially



### Opportunities

- Provide links to the website for more tools and journey planning e.g. cycling / bus maps
- Could there be a smaller, more portable / waterproof version?
- Could also be distributed at relevant hubs: schools, gyms, workplaces

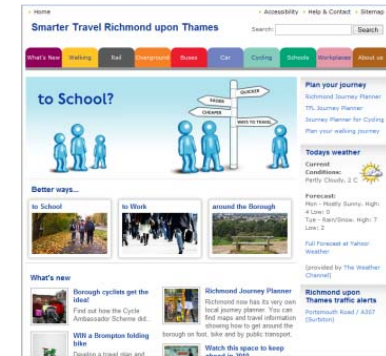
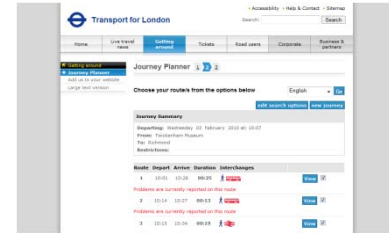
## 2. Tools: Websites (Smarter Travel Richmond & Journey Planner)

How they work: functional tools that support multi-modal travel and encourage consideration of other options

Where it works: as a prime and preparation tool and also supporting sustain

### Strengths

- An accessible and easy to use tool
- A one stop shop for all travel-related information
- Helpful at point when information often required; when leaving home or work
- smartertravelrichmond.org:
  - Richmond specific, information more relevant
  - Intersperses travel info with other local information such as weather, events and activities – positioning transport in a ‘community’ territory (i.e. holistic lifestyle choices)
- Journey planner: suggests other modes to use that may be more convenient, but requires people to be more proactive (eg select walking speed)



### Opportunities

- Continued and extended promotion of websites, especially Richmond smarter travel website
- Is there an opportunity to shift people from Journey Planner to smartertravelrichmond.org – most felt the Richmond specific site was more useful but were not aware of it

## 2. Tools: Cycle Parking

**How it works: creating more secure bike parking is an essential tool for new and current cyclists, addressing a key problem in the Borough**

**Where it works: Sustain, but could also potentially create visible 'hubs' to Prime**



### Strengths

- Addressing a key barrier to cycling in Richmond
  - Many claim to leave bike at home for journeys when they are unsure of where they are going to leave it
  - For many cyclists this was a barrier – even when cycle parking existed the 'feel' of the location played a role (e.g. derelict)
- Use of current cycle parks demonstrates the existence of a cycle community – more cycle parks will only emphasise this
  - Motivating to feel part of a community / movement

### Opportunities

- Wider promotion of new cycle park existence including promotion in relevant places
  - At other cycle parks – where am I, where else are there cycle parking near here?
  - On cycle routes
  - On cycle maps
- Use these spots as transport hubs for cycling – at present there is little information and the presence of vandalised bike parts can make people feel insecure about leaving their bikes

## 2. Tools: Legible London

**How it works:** a helpful support tool for unplanned journeys, and an appreciated way of encouraging people to walk more

**Where it works:** as a Prime, giving the impression that Richmond is an area for walking as a sustain, providing maps and reassurance when out and about

### Strengths

- Information provided at relevant moment e.g. when at tube or in town centre etc.
- Concentric circles are a simple intuitive way of providing information about distance
- 'Direction' of map helpful
- Most helpful for leisure journeys, when a journey has not been pre-planned

### Opportunities

- Too early to tell from this research as to the role and opportunities for these installations (had only been in for a few weeks)



### 3. Initiatives: Cycle Training & Led Rides

**How it works: builds much needed confidence on London's busy roads for newer cyclists, and encourages an extension of routes taken by bike**

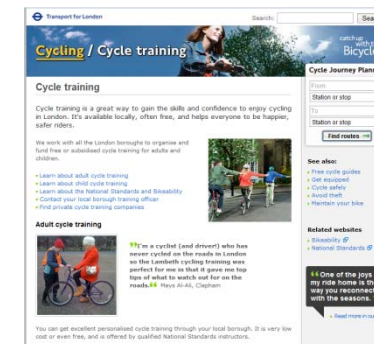
**Where it works: as a Sustain tool once someone has committed to cycling**

#### Strengths

- Busy traffic on London roads is a key barrier to cycling uptake
  - Directly addresses this problem
- Human touch: one on one nature of training has personalised feel, 'my individual safety is being looked out for'
  - Opportunity to ask questions
- Builds confidence on roads, to encourage people to start / travel further afield on their bikes

#### Opportunities

- Position the scheme in specific ways to cater for all:
  - Framing as cycle 'training' can imply it's for people who can't ride a bike, re-angle as skills workshop?
  - Sensitivity required if training is for adults who can't ride a bike, as embarrassing issue for adults
- Promote through personal forums, e.g. talk at work, offer when buying a bike



### 3. Initiatives: Walk on Wednesdays

**How it works:** highly effective scheme that normalises children to more sustainable modes at a young age, and encourages others to travel in new ways

**Where it works:** at all stages of the behaviour change journey



#### Strengths

- Scheme has full support of the children, and capitalises on pester power
  - Children want to be involved, feel part of the 'team', get involved in more 'active' travel and collect the stickers handed out each week
  - Part of the sustainable living drive in schools, children well primed
- Made easy for parents, letter sent home, all organised for them
- Visible to others, of children contributing to more sustainable ways to travel. Sense that '*if they are doing their bit, I should too*'
- Encourages the family to re-consider their travel behaviours

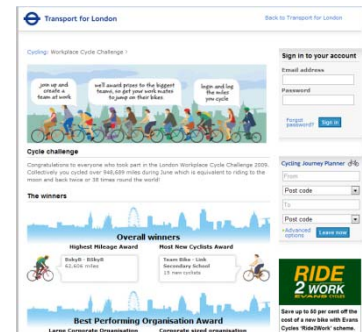
#### Opportunities

- Extend to more school in the Borough and beyond
  - Self fulfilling promotion: people see others taking part and this acts as a Prime to them becoming involved too
- Can the success of this school scheme be transferred to something aimed at adults, to encourage them to walk regularly?
- Promote health and wellbeing benefits for parents /active families

### 3. Initiatives: Cycle to Work & Workplace travel planning

**How it works: capitalises on the hub of the workplace and provides investment and support for commuter cyclists who otherwise may be put off by financial investment**

**Where it works: as a tool for Preparation / Change**



#### Strengths

- Sizable saving on a new bike directly encourages people who have been considering cycling to take the leap
- Links cycling to workplace, helping to establish regular journeys taken by bike
- Creates talkability at work, which helps to sustain new behaviour
  - Cycling community created
  - Encourage others to adopt
  - Competition between employees

#### Opportunities

- Promote at hubs (e.g. workplaces, gyms) and focus on ensuring the scheme is communicated to new employees
- Communicate process of getting a bike clearly and simply
  - The fewer perceived barriers, the greater the uptake
- Recruit a representative amongst employees to act as an internal ambassador for the scheme (Advocate)

### 3. Initiatives: Dr. Bike

**How it works: a service available at point of activity, with a humble and accessible feel**

**Where it works: Prime, Preparation, Change, Sustain**



#### Strengths

- Provides a support service to cyclists as and when they need it
- Human touch generates warm image of mode (and TfL)
- Sense that someone is there to help when you need it on London's hectic roads
- Service is bespoke and free
- Again, creates self-perpetuating promotion; people see others having bike fixed, which primes them to start themselves / extend their routes

#### Opportunities

- Extend scheme
- Provide other support materials
  - Maps
  - Cycle 2 Work Scheme
- Promote around hubs where people are more likely to cycle
  - Gyms
  - Workplaces



## 4. Offers: Vouchers and freebies

**How it works:** gives people the sense that they're getting something for free / being rewarded for their behaviour

**Where it works:** when making an investment e.g. Buying bikes, it can help prompt the change

### Strengths

- Seen as a good add-on to other activity
  - May catch attention when present on press advert
- Can equate to a good saving, e.g. when buying a bike, or buying kit for the whole family

For your chance to win a £370 folding bike visit [smartertravelrichmond.org](http://smartertravelrichmond.org)

You can also find out more information about the Smarter Travel Richmond upon Thames programme (and what it means for you).

Promotion closes 30 June 2009.  
For terms & conditions please visit [smartertravelrichmond.org](http://smartertravelrichmond.org)



AMT Coffee supports Smarter Travel Richmond upon Thames

Present this token when you buy any drink at AMT Coffee, Richmond station and get a voucher for a free drink next time.



Find out more at [smartertravelrichmond.org/partners](http://smartertravelrichmond.org/partners)  
Offer only valid at AMT Richmond station, TW9 2NA until 22 April 2009. Token has no cash value and cannot be used in conjunction with any other offer. Photocopies not accepted.

### Opportunities

- Often don't feel like they're really offering value for money / used in clever ways
- Need to feel the 'value' of the freebie
  - e.g. a free helmet feels more enticing than a 10% discount
- Use more targeted through hubs:
  - Workplaces
  - Gyms
  - Schools

# Summary

## Summary of *Prime*, *Trigger* and *Sustain* phases

Primes	Triggers	Sustain
<ul style="list-style-type: none"> <li>• Stress</li> <li>• Money spent</li> <li>• Physical fitness, wellbeing healthier lifestyle</li> <li>• Social norms</li> <li>• Bonding time family / relationship</li> <li>• TfL initiatives / Advertising</li> <li>• Healthy living adverts</li> <li>• Green</li> </ul>	<ul style="list-style-type: none"> <li>• Moved house</li> <li>• New job</li> <li>• Retiree</li> <li>• Change in relationship</li> <li>• Nudges / minor factors</li> <li>• Frustrated with current mode</li> <li>• Lifestyle motivations</li> </ul>	<p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>• Less Stress</li> <li>• Emotional benefits:</li> <li>• Enjoying the Journey</li> <li>• Physical fitness, wellbeing healthier lifestyle</li> <li>• Bonding time family / relationship</li> <li>• Money Saved</li> <li>• Feeling part of the gang / movement</li> <li>• Doing your bit</li> </ul> <p><b>Supporting factors</b></p> <ul style="list-style-type: none"> <li>• Tools</li> <li>• Social or community activities</li> <li>• Initiatives / Infrastructure</li> </ul>

## Summary of response

- The components of the program were well received.
- Some had broader appeal / targeting impact:
  - Broadcast - covers the broadest spectrum of the behaviour change journey (from Pre-Prime to Sustain)
  - Initiatives / Infrastructure / Offers / Tools work best once a trigger has occurred
  - Some high profile Initiatives can also act as a Broadcast (e.g. WOW, Dr Bike)
- Appeal of different initiatives also varies by target audience and there is a good mix represented in the plan:
  - Maps have universal appeal and are multi-modal
  - Workplace based initiatives are most appealing for Pre-Family / Family
  - School based initiatives are very popular and impactful amongst Family
  - Car Clubs are particularly appealing to Post-Family / Family when the need for a second car was reduced
  - Cycling initiatives have most potential amongst current cyclists or definite considerers

# Different strategies are required along the journey to behaviour change

Pre-Prime	Prime	Trigger	Preparation	Change	Sustained Change	Normalisation
<p>Raise awareness of the issues to move the mass market towards Prime</p> <p><b>Broadcast</b></p>	<p>Reinforce messages at Pre-Prime.</p> <p>Provide an impression of momentum / a sense that the local area is changing</p> <p><b>Broadcast</b></p>	<p>Likely to be an external factor. But STU can position</p> <p><b>Broadcast, Tools, Offers</b> and <b>Initiatives</b> well to capitalise on external Triggers e.g. House move, new job, Freedom Pass, retirement</p>	<p>Provide tools for practical changes</p> <p><b>Tools / Offers</b></p> <p><b>Initiatives (for cycling)</b></p>	<p>Offers and tools can play a role in supporting a change in behaviour</p> <p><b>Tools / Offers</b></p>	<p>Tools and Initiatives as well as Broadcast to provide positive reinforcement</p> <p>Opportunity to leverage Advocates</p> <p><b>Initiatives / Broadcast / Tools / Offers</b></p>	<p>Role returns to that of Priming – where a sense of momentum / positive reinforcement can support change</p>