RESEARCH SUMMARY

Title   **Modal shift triggers in Richmond**

Objective   Travel behaviour change among people who had shifted to sustainable modes and the impact of communications and initiatives in these shifts

Date   March 2010

Methodology   24 in-depth interviews with Richmond residents who have made a travel behaviour change. Half who have been engaged with Richmond smarter travel initiatives or advertising and half who have not

Key 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. 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, as well as offers and tools seemed most effective at/after Change. Not all initiatives worked at all points in behaviour change.

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