



International  
Transport  
Forum

Workshop 2

# Changing Behaviour in Passenger Transport

## Workshop 2: Changing Behaviour in Passenger Transport – 1/3

### Economic and Political Framework

- Governments have to address travel behaviour as well as technology if CO<sub>2</sub> emissions are to be reduced below current levels.
- Although daily travel behaviour is determined by habit, it does change when people change jobs or houses or buy cars.
- The long-term (>5yrs) impact of policies to change behaviour can be twice the short-term impact.



## Workshop 2: Changing Behaviour in Passenger Transport – 2/3

### Empirical Evidence

- Reducing car use in cities by up to 20-30% is possible through a combination of measures.
- Parking management, charging or limiting car access to city centres, reducing congestion in public transport, work well.
- The main consumer response to fuel price increases is to increase fuel economy rather than decrease car travel.



## Workshop 2: Changing Behaviour in Passenger Transport – 3/3

### Policy Packages

- Policies should be comprehensive, consistent and cover all tiers of government, with integrated cross-sectoral planning
- Involving citizens in the planning process can lead to spontaneous behaviour change.
- Voluntary policies only have a limited effect – enforceable regulations (e.g. parking restrictions) are also needed
- Road pricing may be easier to introduce when coordinated between competing cities.
- Many behavioural policies result in more competitive and attractive cities.

