

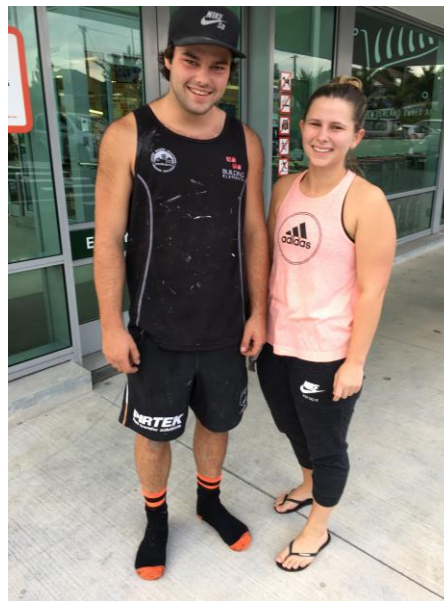
Behaviour Change Theory and AT's Commute Programmes



The Walking Challenge

“A short drive is a great walk”

- promote walking as something fun, social and exciting to do
- raise awareness of walking as a viable transport option, and
- increase awareness of Walk2Work day.



Overview

- Thought Leaders
- Changing the “car culture”
- Customer preference survey
- Examples of targeting change
 - New movers
 - The tertiary sector
- Through competitions, challenges and campaigns
- Results

The Customer Preference Survey

How often do you travel by car (e.g. private or company car, ute van)? Car
- by yourself between 7am and 9am weekdays

		Never/ Virtually Never	Weekly or less	2 to 4 days per week	5+ days per week
Which describes your preference?	I would like to travel by car less/ Only if I have to	8%	7%	6%	13%
	I am happy with my use of car travel	17%	10%	10%	26%
	I would like to travel by car more	2%	1%	0%	

Target Audience

- 34% of adults in Auckland **could** use a different mode other than SOV
- Working population from census data: 650,610
- Equates to 221,207 people



Targeting Change: new movers

Welcome
to the neighbourhood



Targeting Change: tertiary students





Competitions, Challenges & Campaigns



The Auckland Bike Challenge

AUCKLAND BIKE CHALLENGE REGISTRATIONS

 **190** ORGANISATIONS

 **2,886** PEOPLE

CHALLENGE RESULTS - AUCKLAND

 **166** ORGANISATIONS

 **2,287** PARTICIPANTS

 **612** NEW RIDERS

 **337,294** KM

 **23,535** TRIPS



Auckland Bike Challenge
1-29 February 2016

A fun, free workplace competition to encourage more people to ride a bike

Find out more and register at www.lovetoride.net/auckland






Check out the Feet Beat Challenge



[Walking](#)

Carpooling Programme & June Campaign



Get involved and see how
carpooling can speed up
your commute.

Sign up today at lets carpool.govt.nz



Commute Programme Results

Commute Programme	2014/15 Results
VKT reduction (million km per annum)	14.3
CO ₂ reduction (tonnes per annum)	4629
New organisations signing up to the Commute Programme (over cumulative total)	17
TDM events delivered	181
Registrants with the Let's Carpool Programme	7001
Personalised journey planning % change from SOV trips to other modes	67%
% behaviour change recorded from Give it a Go Programme	46%
Total SOV Reduction	5565

Thank You

Contact:

Sue Philbin: +64 21 624 573

Sue.Philbin@aucklandtransport.govt.nz

[Aucklandtransport.govt.nz/commute](https://aucklandtransport.govt.nz/commute)

