



PROJECT OVERVIEW

Working with residents and businesses to achieve travel behaviour change is a key aim of the Scottish Executive.

This project was undertaken to inform the Scottish "Learn to Let Go" travel awareness initiative.

The work looked at the propensity for travel behaviour change based on the mobility and accessibility options available to each section of the population based on case study areas in Glasgow.

OVERCOMING BARRIERS TO MODAL SHIFT

UNDERSTANDING THE TYPES OF BARRIER

Barriers to change can be considered under three main categories: "hard" factors, "soft" factors and "complementary" factors.

Hard factors - For many trips, the main barriers to modal shift will be hard factors such as the cost, time and reliability of travelling by public transport. In some places the gap between car and public transport accessibility is set to grow further, so public transport initiatives need to be targeted and realistic. Accessibility analysis was used to identify the choices available for each location and social group.

Soft factors include information, comfort, security and a wide range of personal and social needs and attitudes. Surveys of transport users and non-users were used to identify these barriers.

Complementary or lifestyle factors include non-transport costs and taxes, limited travel time budgets and the need to carry goods. Some of these aspects can be identified from user and non-user surveys but the administrative, legislative and funding context within which travel decisions are made also needed to be analysed.

Interpretation of responses to surveys needs to take account of the knowledge and experiences of the respondent. People with no recent experience of using buses are poorly placed to comment on ways to improve buses but perceived barriers can be as important as real barriers in stifling behaviour change.

TYPES OF BARRIER BY MODE IN GLASGOW

Hard factors such as time, cost and geographical coverage of the rail network are the main limiting factors on rail travel. There are few soft and complementary factors acting as actual barriers to rail travel although people identify the need for some improvements, particularly security and ticketing.

There are several soft barriers to bus travel including information, personal security, and ticketing. Travel times and the unreliability of services are the main hard barriers for buses.

Employment constraints are the main "complementary" factors acting as barriers to public transport use. Overcoming these would not only remove the barriers but also potentially develop major new opportunities for public transport.

Distance constraints limit the scope of walking and cycling and the main barriers are the environmental quality and perceived safety of these modes.



TACKLING BARRIERS

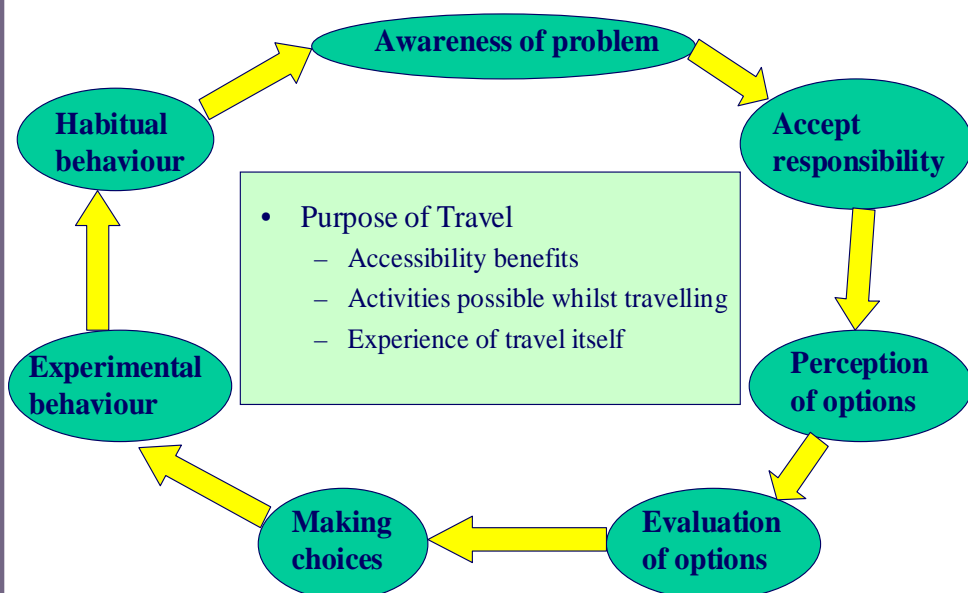
Building bridges to modal shift needs to tackle issues broadly and systematically overcome all the problems faced by each group. If any barrier remains, then behaviour change will not be achieved. Understanding the factors likely to motivate behaviour change is of crucial importance and opportunities lie in research findings that show that:

- Even the most committed car travellers had a future vision of good transport much more dominated by public transport and car free areas than at present.
- Although environmental motives for behavioural change are generally understood the social and economic benefits of using public transport are not and the latter have been shown to be more effective in motivating behaviour change.
- Travel awareness messages emphasising the virtuous circle of delivering efficient transport achieving positive economic and social development could potentially have a powerful impact.

To achieve behaviour change requires people to accept more responsibility for current problems and that, through changing their own behaviour, they can be 'part of the solution'.

People appreciate the perceived level of control that they have when travelling by car and take "ownership" of the problems they experience. For public transport to gain a greater mode share it also needs to be seen as a more integral part of the community. Rail already achieves this quite well, being perceived as a fixed asset with a high degree of stability. New ways need to be found to change perceptions of bus services. From the public perspective, the only fixed assets are the bus stops and even these are often poorly maintained and do not provide good information on services. By changing relatively small things quickly, providers can help to build trust that they are listening to the needs of users and potential users.

Future management mechanisms for public transport need to better reflect this growing agenda so that people can have a greater pride and ownership of their local transport services.



ABOUT DHC

Derek Halden Consultancy was established in 1996 to provide research and consultancy services on transport issues for both public and private sector clients.

We have now expanded and our current staff and associates includes leading expertise in transport planning, community development, psychology, transport and accessibility modelling, social inclusion, marketing, environmental assessment, and economic development.

Common to all projects is a commitment to draw from state of the art knowledge to ensure that solutions are soundly based and tailored to the needs of clients.

We have a strong track record of developing innovative approaches having trailblazed new approaches towards widespread practical application. These include safer routes to school, accessibility planning, and individualised marketing techniques.

We seek to deliver quality products on time and within budget and constantly seek ways to improve our performance.

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