



BEHAVIOR, ENERGY & CLIMATE CHANGE CONFERENCE

A conference focused on understanding the behavior and decision-making of individuals and organizations and on using that knowledge to accelerate our transition to an energy-efficient and low-carbon future

convened by



Post Conference Event

Offered at no charge, open to anyone

1:30 – 4:30 pm, November 14

Regency Ballroom

INTERNATIONAL APPROACHES TO TRAVEL BEHAVIOR CHANGE A PANEL DISCUSSION

Travel demand management programs seeking to shift travel behaviors toward public transit, cycling, walking, and other means of travel have been underway for decades. Generally, these programs have successfully focused on enhancing infrastructure and services, offering financial incentives, providing information on travel choices, and marketing.

Over the past decade, new programs featuring behavioral interventions, many of them modeled on methodologies developed in the energy efficiency and public health sectors, have been implemented to facilitate changes in travel behavior. The nature of the interventions, the context for their delivery, and the scale of the implementation have varied internationally.

This panel discussion will include short presentations highlighting recent programs in the US, Canada, Australia, and the UK, including discussion of measured impacts. The presentations will be followed by a moderated discussion with the panel, including questions from the audience.

Anyone interested in facilitating shifts in travel behavior or learning more about programs underway around the world should attend what promises to be a dynamic and interactive discussion.

MODERATOR

- Kevin Luten, UrbanTrans (Australia)

PANELISTS

- Jessica Roberts, Alta Planning (Portland, OR)
Redefining Normal: Recruiting and Norming to Reduce Car Use
- Lisa Buchanan, Associate Director, Steer Davies Gleave (UK)
Using Motivational Interviewing Techniques to Deliver Personalized Travel Planning:
Examples from the UK

- Aaron Gaul, Smart Commute Brampton-Caledon TMA (Toronto, ON)
Behavior Change for a New Commuter Corporate Culture
- Elizabeth Floyd, Arlington Transportation Partners (Arlington, VA)
Redefine Your Commute: How Custom Commute Planners Start the Conversation