

1 day challenge

Scrimgeour & Helton

WHAT WOULD YOU DO?

The City says you needed more parking. The options are:

- *paving over green space, or*
- *building a multi million dollar parking garage*



IF YOU'RE KATE HEWSON, YOU:



Hire a psych student to create:

- *an innovative program that is*
- *effective at increasing sustainable transport use*
- *with zero infrastructure investment*

1 day challenge

Leave your car at home just one day each week and get personal help planning your commute.

Ever wanted to walk, bike, bus or carpool but think it's too hard? Two thirds of staff and students use these modes of travelling on a regular basis.



Help us with some research and win great prizes!

For more information visit:
www.sustain.canterbury.ac.nz/transport/1daychallenge

PRIMARY HYPOTHESIS

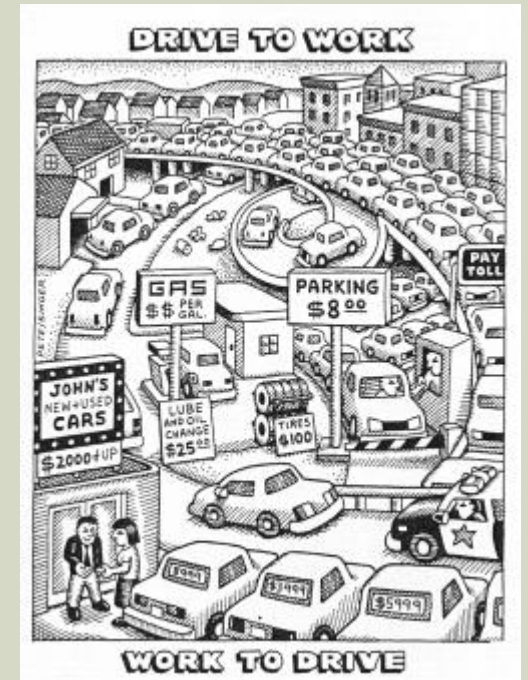
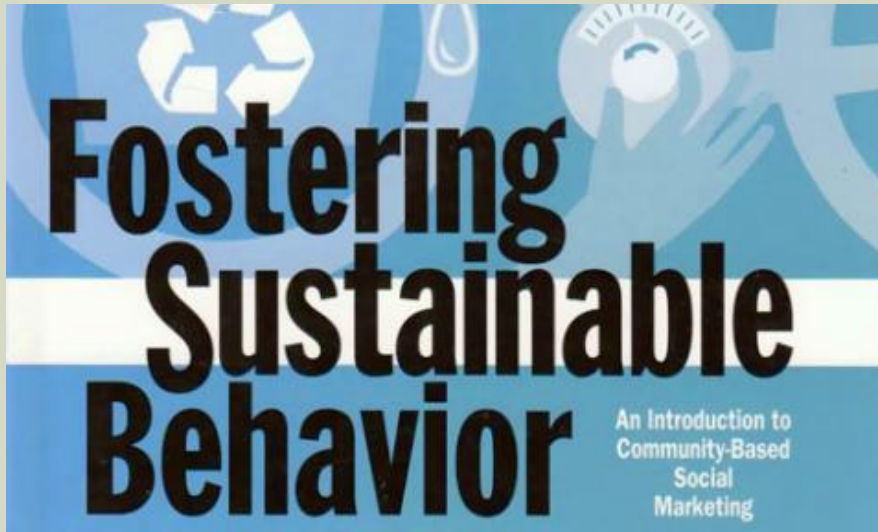
A CBSM initiative will increase use of sustainable transport, and this increase will endure over the follow-up period.

SOUNDS... INTERESTING... WHAT HAPPENED?

- *Challenged people to leave the car at home one more day per week*
- *10% increase in participants' sustainable transport use*
- *Created a program that is scalable and replicable*
- *No loss of millions \$, or green space*



HOW?



HOW?

Addressing barriers →

Leave your car at home just one day each week and get personal help planning your commute.

Normative messaging →

Ever wanted to walk, bike, bus or carpool but think it's too hard? Two thirds of staff and students use these modes of travelling on a regular basis.

Loss Aversion →

Stop wasting your money!

Cut your petrol costs dramatically with these five easy tips!

- Think first whether you can you make this trip without a car. Many short trips can be made another way or combined with longer trips.
- Speed up gradually and stick to the speed limit. This alone can save you up to 30% on petrol use.
- Change your air filter and tune up your car. This can save you 10-20%.

- Remove roof racks, close windows and sunroofs when travelling at open-road speeds and remove unnecessary luggage.
- Use air vents rather than air conditioning – the air conditioner alone could add 10% to your fuel bill.

UC Rideshare

Cut your petrol costs by another 50-75% AND get VIP parking with UC Rideshare!



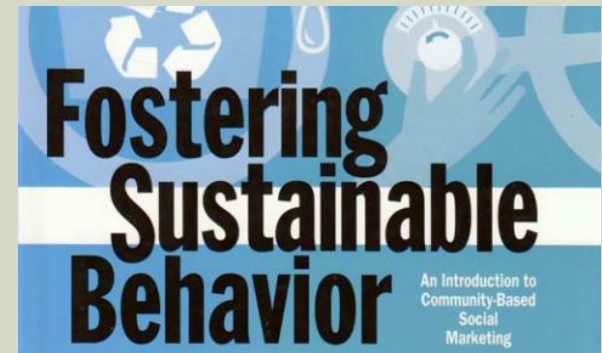
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Ever wanted to walk, bike, bus or carpool but think it's too hard? Two-thirds of staff and students use these modes of travelling on a regular basis.

HOW?

Orientation Phase – 2 weeks

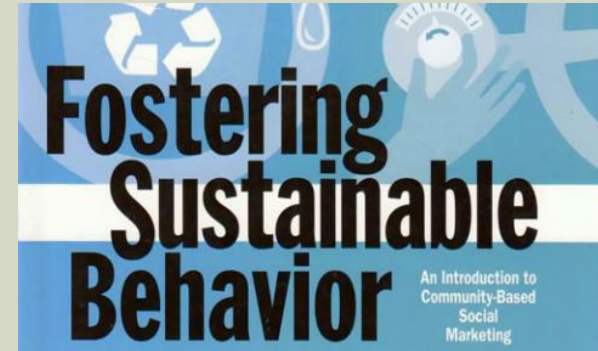
- *Baseline survey*
 - *Hypothesised predictor variables*
 - *Transport modal choice over past year*
- *Barrier Removal*
 - *Transport Mode selection*
 - *Safe/fast route plan, including cycling and bus maps*
 - *Tangible assistance, e.g. pre-loaded bus pass, pant clips, bell, puncture repair kit, reflective stickers, safe cycling information, carpooling contacts, VIP carpool parking spot registration form*



HOW?

Orientation Phase Continued

- *Public, written commitments*
- *Implementation intentions*
- *Prompts*
 - *Key-chain to remind people to use sustainable transport*
- *Social Norms*
 - *Encouraged sustainable transport “Self concept”*



My other car
is a bicycle.



HOW?

Intervention Phase – 10 weeks

- *Prompts*
 - *Email reminders to fill out the weekly survey*
- *Weekly survey*
 - *Transport modal choice*
 - *Barriers encountered*
 - *Highlight naturally occurring rewards of sustainable transport and punishments of car driving*
- *More Barrier removal*
 - *Solutions to the previous week's barriers discussed in the survey prompt email*
- *Social norms*
 - *Praise*
 - *Modelling*



HOW?

Follow-up - 10 weeks

- *Follow-up survey*
 - *Measured transport choice over previous 10 weeks*
 - *Measured intention to increase sustainable transport use in future*



LIMITATION: ATTRITION

This was a problem, despite the moderately motivated sample

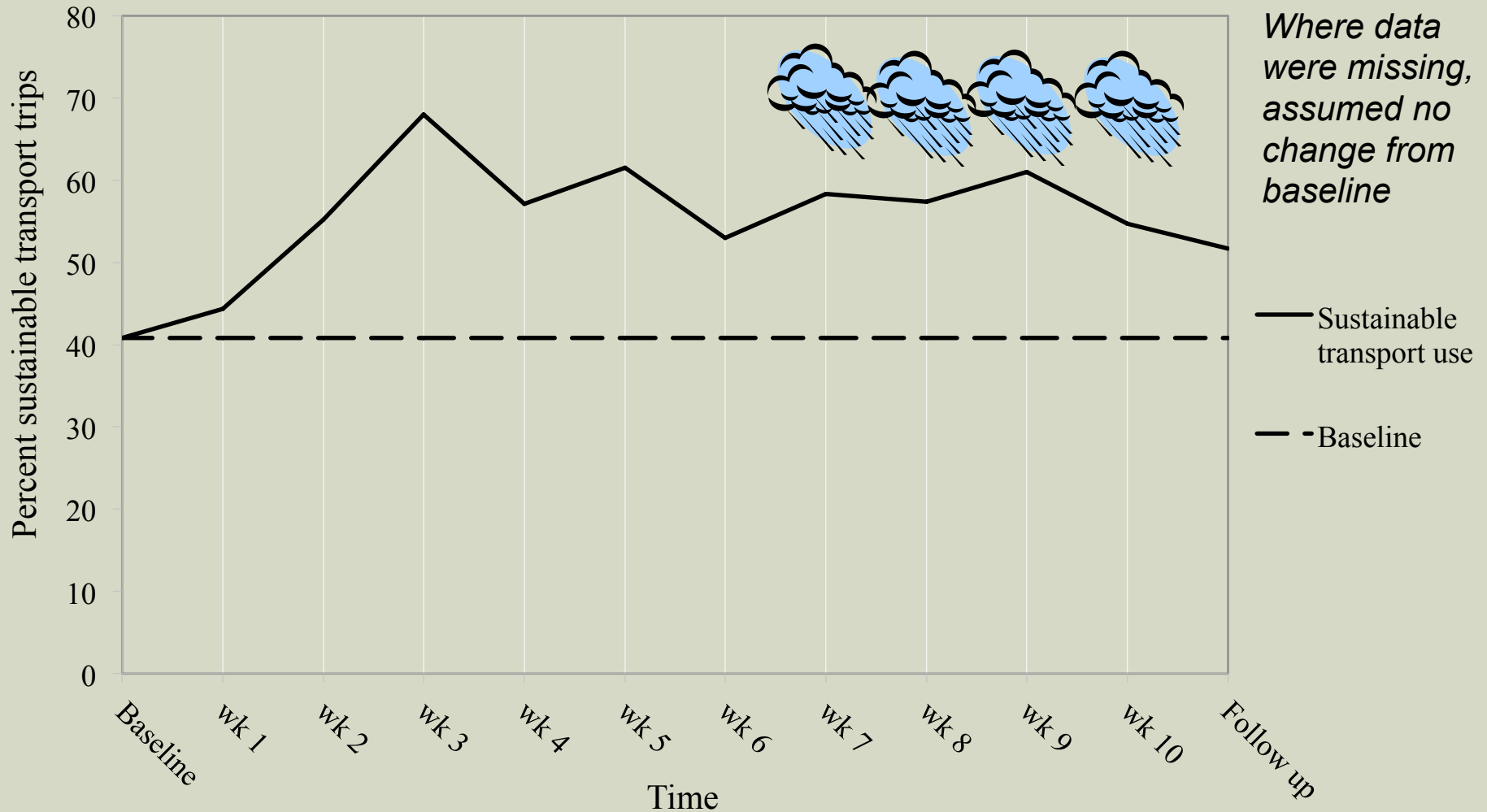
Attrition

- *20 completed orientation*
- *14 completed intervention*
- *11 completed follow-up*

No significant differences between completers and non-completers on any variables examined

Analyses completed using “intention to treat”

IT WORKED!



WELL, MOSTLY

Table 2. Correlations between sustainable transport and modifiable variables

Variables	Baseline transport	Intervention transport	Follow-up transport	Environmental concern	Health benefits	Intention strength	Commute distance	Barriers	Implementation intention	Key Chain prompt
Intervention transport	.72***									
Follow-up transport	.19	-.03								
Environmental concern	.25	.04	.07							
Health benefits	.50**	.45	-.44	-.27						
Intention strength	.39*	.68**	-.01	-.08	.24					
Commute distance ^a	-.46**	-.66**	-.07	-.20	.10	-.43*				
Barriers	-.39*	-.34	.14	-.07	-.21	-.70***	.26			
Implementation intention	-.41	-.14	-.53	.22	-.10	.05	.14	-.18		
Key chain prompt	-.28	-.19	.45	.31	-.52	-.07	-.01	.19	.29	
Risk Perception	-.17	-.04	-.01	-.41*	-.02	-.06	.03	.28	-.31	-.23

* $p < .10$ (2 tailed)

** $p < .05$ (2 tailed)

*** $p < .01$ (2 tailed)

SUMMARY

- *CBSM + Behaviour Modification Psychology program*
- *10% increase, maintained over 10 week follow-up, despite winter weather*
- *Commute distance primary predictor of sustainable transport use (not environmental concern!)*
- *Replicable, scalable*



One Day Challenge: sustainable transport for better employee health

This proposal is for a behavioural program to increase sustainable transport use, called the One Day Challenge. Sustainable transport is defined as bussing, walking, cycling, carpooling, or otherwise avoiding the use of a single-occupant vehicle. This project is expected to increase sustainable transport use among

participants by 10%. Benefits of sustainable transport for municipalities include reduced road accidents, crime, and per-capita spending on transportation, and mitigation of the costly effects of climate change and obesity, and increased community involvement.

Benefits for employers include increased worker productivity and loyalty, reduced sick leave, reduced parking requirements, and carbon offsets.

The One Day Challenge is a program which helps interested individuals use sustainable transport at least one more day per week. The program has several stages. Stage one involves monitoring of participants' baseline transport use, and lasts from when the participant enrolls in the program

until he or she is able to attend an orientation meeting. Stage two begins once participants have attended an orientation meeting and runs for at least 10 weeks. This is the "support" stage, in which participants report on their transport use and any problems they encounter, and receive feedback and coaching. In stage three, all monitoring, feedback and coaching ceases. This "reversal" phase determines whether the participants can maintain their behaviour change on their own, and lasts

Executive Summary

The One Day Challenge helps interested individuals use sustainable transport at least one more day per week. It uses the latest in Social Marketing and Behavior Motivation to produce an average 10% improvement in sustainable transport use among participating employees. This translates into better employee health, increasing productivity and loyalty. The improvements can also translate directly into savings in parking costs and carbon offsets. The pilot test of the One Day Challenge will require approximately 50 weeks, and will cost an estimated \$22 000. Each subsequent instance will require approximately 33 weeks, and cost an estimated \$10 350.

AND WE GOT TO KEEP THIS

(UNTIL THE EARTHQUAKE BROKE IT)

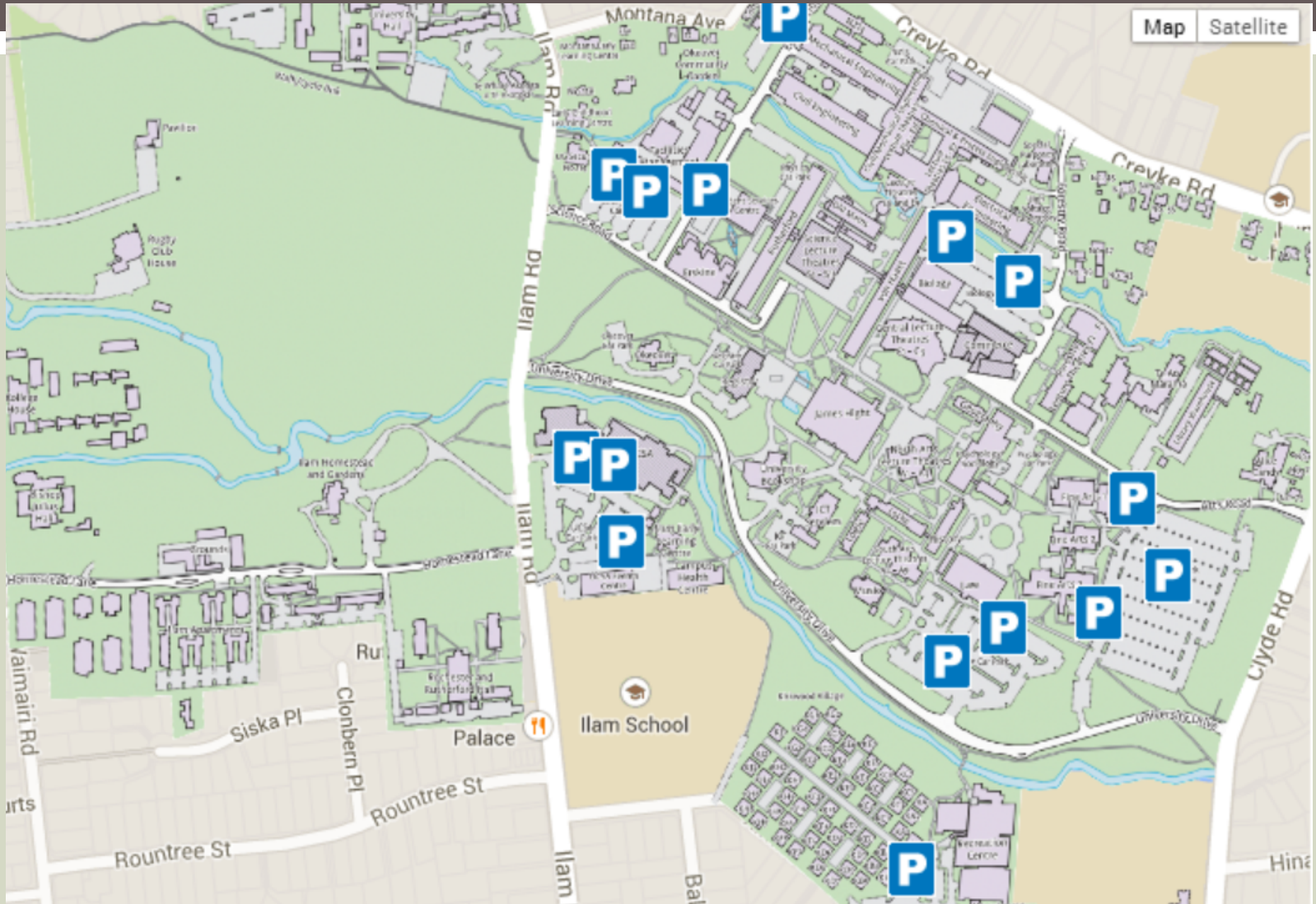




UNIVERSITY OF
CANTERBURY

Te Whare Wānanga o Waitaha
CHRISTCHURCH NEW ZEALAND

PARKING SPACES MAXED OUT



OPTIONS



- Price per participant to

Closing-Keep it Simple 1 Slide 45 seconds....

1. In Closing...watch the
heads pop-up.



2. Why they should
come and introduce
themselves and get
your card

3. The "big" point!

1 DAY CHALLENGE

1 day challenge

*Leave your car at home just one day each week
and get personal help planning your commute.*

*Ever wanted to walk, bike, bus or carpool but think it's too hard?
Two thirds of staff and students use these modes of travelling on
a regular basis.*



Stop wasting your money!

Cut your petrol costs dramatically with these five easy tips!

- Think first whether you can you make this trip without a car. Many short trips can be made another way or combined with longer trips.
- Speed up gradually and stick to the speed limit. This alone can save you up to 30% on petrol use.
- Change your air filter and tune up your car. This can save you 10-20%.
- Keep tyres correctly inflated and check wheel alignment. Check the recommended tyre pressure in our owner's manual. Underinflated tyres can increase your fuel consumption by up to 20%.

- Remove roof racks, close windows and sunroofs when travelling at open-road speeds and remove unnecessary luggage.
- Use air vents rather than air conditioning – the air conditioner alone could add 10% to your fuel bill.

UC Rideshare

Cut your petrol costs by another 50–75% AND get VIP parking with UC Rideshare!

- Arrange rides to suit your schedule
- Carpool as often as you like
- Enjoy a stress-free commute

For sign-up info visit

www.sustain.canterbury.ac.nz/transport



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Cyclists are people too!

At times cyclists may seem annoying, but did you know that thoughtless drivers can be extremely frightening to cyclists?

Some tips for driving alongside cyclists:

- It is illegal for cars to drive or stop in any cycle lanes. You may only cross a cycle lane when turning. Keep them clear for cyclists.
- You can seriously injure a cyclist by opening a car door into his/her path. Check down the road before getting in or out of cars.
- Cyclists often have trouble indicating when speeding up, slowing down or turning. Give them space to turn without warning.

- Passing too close can upset a cyclist and cause him/her to swerve or fall. Give cyclists at least 1.5m space.
- In slow-moving traffic a cyclist can quickly come up beside you. Check your blind spots before moving.
- Avoid overtaking cyclists before turning at intersections.
- Take another look at intersections. Bicycles are very small, and many drivers who hit cyclists claim not to have seen them.

Cycle tips from Bikewise (www.bikewise.co.nz) and UC Sustainability (www.sustain.canterbury.ac.nz)



Brought to you by UC Sustainability

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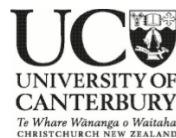
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