1 day challenge

Scrimgeour & Helton
The City says you needed more parking. The options are:

- paving over green space, or
- building a multi million dollar parking garage
Hire a psych student to create:

- an innovative program that is effectively at increasing sustainable transport use with zero infrastructure investment
A CBSM initiative will increase use of sustainable transport, and this increase will endure over the follow-up period.
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?
Addressing barriers

Normative messaging

Loss Aversion → **Stop wasting your money!**

*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.

**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! Reserve rides to suit your schedule.

**UC One Day Challenge**

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
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”
**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!

Where data were missing, assumed no change from baseline

- Sustainable transport use
- Baseline

Percent sustainable transport trips

Time

Baseline, wk 1, wk 2, wk 3, wk 4, wk 5, wk 6, wk 7, wk 8, wk 9, wk 10, Follow up
Table 2. Correlations between sustainable transport and modifiable variables

<table>
<thead>
<tr>
<th>Variables</th>
<th>Baseline transport</th>
<th>Intervention transport</th>
<th>Follow-up transport</th>
<th>Environmental concern</th>
<th>Health benefits</th>
<th>Intention strength</th>
<th>Commute distance</th>
<th>Barriers</th>
<th>Implementation intention</th>
<th>Key Chain prompt</th>
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*p<.10 (2 tailed)
**p<.05 (2 tailed)
***p<.01 (2 tailed)
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
AND WE GOT TO KEEP THIS
(UNTIL THE EARTHQUAKE BROKE IT)
PARKING SPACES MAXED OUT
Price per participant to repeat
1 day challenge

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Stop wasting your money!

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- 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 your 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

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)
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Help us with some research and win great prizes!

For more information visit:
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