

Changing travel behaviour through individualised marketing: application and lessons from South Perth

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Abstract:

The Perth Metropolitan Region in Western Australia sets the lead for car domination in Australia. The Western Australian Department of Transport has partnered a project with the City of South Perth to test a method that encourages people to use alternative modes of transport (ie walking, cycling and public transport) instead of the single car driver trip.

A three-stage behaviour change program has been implemented by Socialdata:

1. Travel survey to assess current behaviour and motivation to change.
2. Individualised marketing.
3. Evaluation survey to measure extent of behaviour change.

Four hundred households were involved in the program and 36% of them expressed an interest in using other modes. These people were motivated and provided with localised information on the use these alternative modes through face-to-face contact. Current users of the alternative modes were rewarded for their behaviour (9% of the sample). The evaluation survey showed a 10% reduction in car driver trips and a 14% reduction in motor car VKT. Conversely, public transport trips increased 21%, cycling 91%, walking 16% and car as passenger 9%.

The Socialdata (Werner Brög) approach has previously been applied separately to public transport and cycling in numerous European cities. This project is unique in that cycling and public transport was combined for the first time and walking also included.

The results of the program are be invested into the local community through local “opinion leaders” undertaking a two step process:

1. Learn from the analysis of the travel patterns and behaviour change process.
 2. Develop an action plan for behaviour change and minor improvements to transport services and infrastructure.
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