

**From Travel Blending to Living Neighbourhoods.... A Vision for the Future****Liz Ampt***Steer Davies Gleave*

Abstract

This paper presents an example of an approach to changing travel behaviour to reduce the impact of the car which demonstrates the effectiveness of a true partnership between the community and the providers of services and goods in that community (including the government at all levels).

The first of the Living Neighbourhood projects which began in Adelaide in 1999 has as its roots in the technique of travel blending – an individual action approach to the reduction of the use of the car. It is the core of the Living Neighbourhood approach with everyone who lives, works, attends school and plays in the neighbourhood being offered the opportunity to travel blend. This means that a large proportion of the community is making small changes which benefit not only themselves and their families, but also the Neighbourhood as a whole.

This first step has essentially empowered the community to ask for small changes from people and organisations providing good and services to the Neighbourhood. Similar in scale to the changes being made by individuals, the changes made by other partners are also small. Examples of these range from changes made by educational institutions (change to a curriculum unit), by the bus company (changes to bus frequencies), by doctors (introduction of green prescriptions), by real estate agents (provision of information on services), businesses (provision of signage), and by the local government (provision of signage, more readily accessible footpaths) and so on.

Results show that the community and the partners in the community have gained many personal benefits (time, money, health), the children are experiencing more independence, that there are more people in the streets, and that businesses have gained time and cost efficiencies. More Living Neighbourhoods are currently beginning in Adelaide in a programme designed to foster 'customised' partnerships between the community and all levels of government throughout the city.

Contact Author

Liz Ampt

Steer Davies Gleave

Level 2, 229 Greenhill Road

Dulwich SA 5065

Phone: +61 8 8332 4000

Fax: +61 8 8332 9796

e-mail: l.ampt@sdgworld.net



Behaviour Change Sustainability from Individualised Marketing

Bruce James

Department of Transport, Western Australia

Werner Brög, Erhard Erl and Sibylle Funke

Socialdata GmbH, Germany

Abstract

The need to change the mode share for travel in the Perth Metropolitan Region is clearly enunciated as a set of targets in the region's Metropolitan Transport Strategy. The traditional mobility management approach to achieve mode change has been through the provision of transport services and infrastructure, including pricing, and the longer term land use policies. The application of a behavioural approach, especially in a city with very high car use like Perth, has not, until recently, been in the transport planner's tool box. There is also criticism that if behaviour change is achieved, people quickly revert to their previous behaviour.

This paper outlines the sustained behaviour change achieved from a behavioural approach, applied with a random sample of persons in the City of South Perth. The technique employed has been developed by Werner Brög over many years and its application in South Perth was a further step in the refinement process by combining cycling with public transport and introducing walking.

The evaluation survey undertaken after the marketing intervention showed a 10% reduction in car as driver trips and an increase in walking, cycling and public transport trips. The intervention also achieved a 14% reduction in vehicle (car) kilometres travelled. A 12 month evaluation survey showed that these changes were sustained with a further increase in walking trips and corresponding decline in car as driver trips; a 17% reduction in vehicle kilometres travelled.

Contact Author

Bruce James
Department of Transport WA
PO Box 7272 Cloisters Square
Perth WA 6850

Phone: +61 8 9320 9503
e-mail: bjames@transport.wa.gov.au

Fax: +6 1 8 9320 9497

