



Influencing travel behaviours – encouraging people to walk and ride more for transport

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28 October 2020



Today's presentation

A little theory

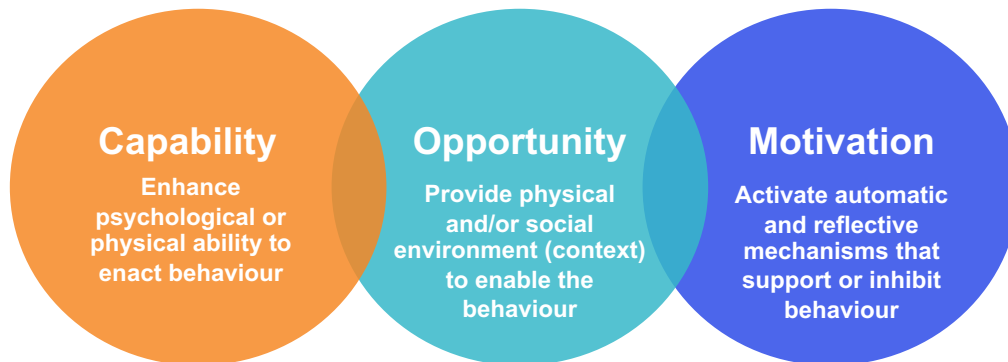
Events and activations

Programs

Communications & messaging

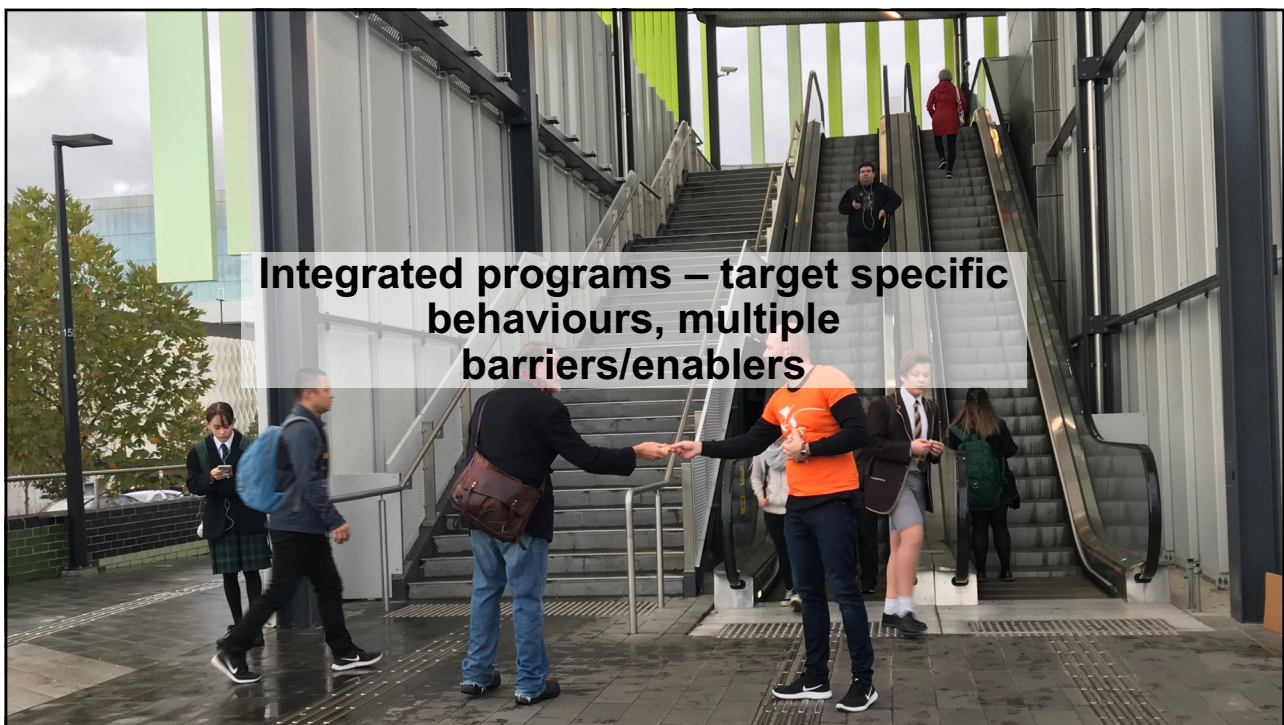
Influences on our travel choices

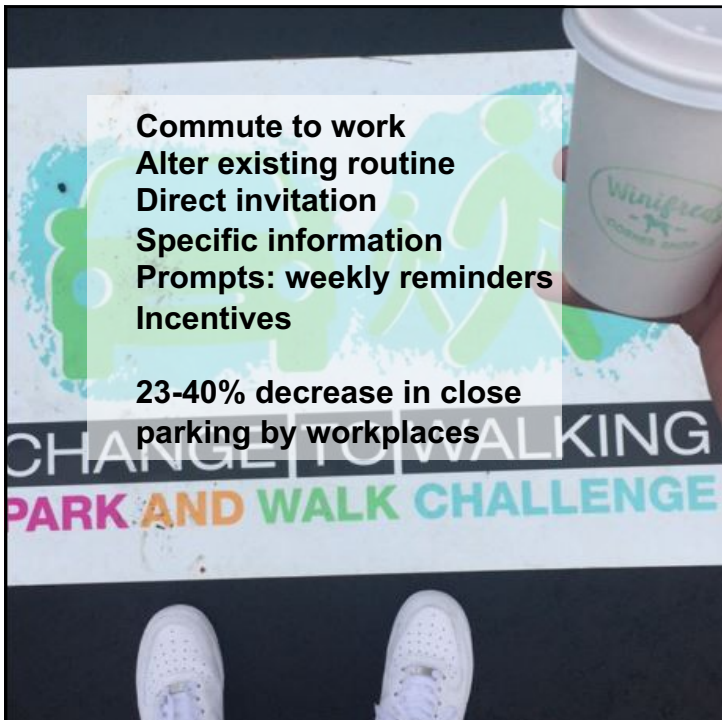
COM-B, a behavioural model...



Source: Susan Michie, University College London







Commute to work
Alter existing routine
Direct invitation
Specific information
Prompts: weekly reminders
Incentives

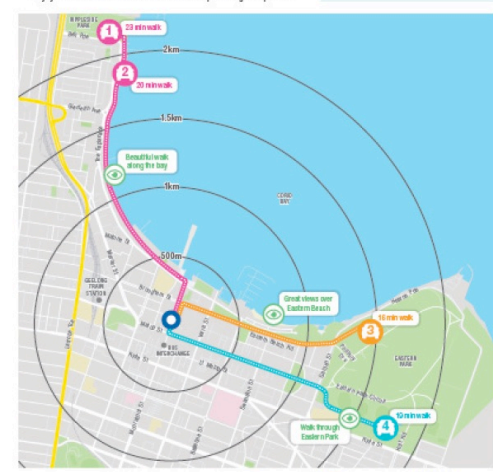
23-40% decrease in close parking by workplaces

CHANGE TO WALKING PARK & WALK CHALLENGE 3-28 October

Thank you for participating in the challenge!

Use this map to explore the free parking and walking options available to your place of work. Incorporating a short walk to and from work is free and one of the easiest ways to increase your level of physical activity. Remember to record the number of days you have Parked and Walked each week on the trip recording sheet provided.

WORKPLACE:
+GMHBA



GEELONG VicHealth Victoria Walks



Direct invitation
Specific information
Community events
Support week
Incentives

Walking trips increased 38% from average 3.9 to 5.4

November 7 - 11, 6.30 - 8.30am

BEEN A WHILE SINCE YOU CAUGHT THE BUS OR TRAIN?

Try it out again on your way to work during the ESCAPE THE DRIVE SUPPORT WEEK and get your questions answered.

It's a short walk to the station

Walk to the station to catch the train or bus to work and say hello to our ESCAPE THE DRIVE SUPPORT WEEK team at the Epsom station and you can get:

- FREE MYKI MONEY
- FREE NEWSPAPER

TRAINS FROM EPSOM

5:58am
7:00am
8:23am
10:20am
2:28pm
4:32pm
6:35pm

BUSES FROM EPSOM

BUS #6 - HOWARD STREET
 (Opposite Epsom Village)
 Approx. every half hour between 5:18am & 7:48pm

BUS #60 - EPSOM STATION
 Approx. every hour between 5:58am & 7:40pm with additional services around school times

HUNTLY
EPSOM
HOSPITAL
BENDIGO
KANGAROO FLAT

*MONDAY-FRIDAY
 Visit ptv.vic.gov.au for full timetable

