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Promoting sustainable travel to new residents: What do depth interviews tell us about their effectiveness?

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Life events break habits

- Behaviour becomes automatic or scripted in stable context
- Reconsidered when contextual discontinuities occur (Habit-discontinuity hypothesis - Verplanken et al, 2008)
- Decision makers become aware of situational cues and seek information about options
- Thus become sensitive to transport system (and changes that have happened to it)
- Can more fundamentally alter:
 - Roles, resources, values, preferences
 - Context for travel (activity space)



Overview

1. Literature and data review
2. Depth interviews

Number of people annually moving home

- 39% of UK respondents in 2009/10 suggested that they would *prefer* to move somewhere else
- 16% of UK respondents in 2009/10 suggested that they *expected* to move in the next year
- 7% of the English respondents moved home between 2009/10 and 2010/11

Source: Understanding Society data

Those more likely to move

- Younger adults
- Higher education qualified
- Independent people without partners or children
- Families with children under 3 years
- Private renters
- Those with long commute

Sources: Own analysis of Understanding Society, English Housing Survey

Reasons for moving

Housing	1288
Family	803
Other	632
Area	379
Employer	221
Education	216
Source: Understanding Society data dictionary. Unprocessed sample frequencies.	

Travel behaviour change after moving

- Movers more likely to change
 - Number of cars (Clark et al, 2016a)
 - Commute mode (Clark et al, 2016b)
 - Depending on change in distance to work, residential context
 - Use of modes in general (Scheiner and Holz-Rau , 2013a,b)
- However movers often retain ties to former residence (Scheiner, 2006)
- Movers use opportunity to realign travel with attitude orientations (Verplanken et al, 2008)

Targeting of recent movers

- Free public transport card to car owners in Copenhagen – only home movers and job changers increased public transport use (Thøgersen, 2012)
- Recent movers to Stuttgart who were given public transport information pack increased public transport more than control group (Bamberg, Rolle and Weber, 2003)
- New residents in Utrecht who received welcome pack and cycle map experienced 4% modal shift from car to public transport and cycle (SEGMENT, 2013)

Wake up

West of England Local Sustainable Transport Fund – Transitions Theme



Move to secondary school



University



Moving Home



New Job

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source of travel options

Bath & North East Somerset, Bristol, North Somerset and South Gloucestershire
Councils, working with the Department for Transport

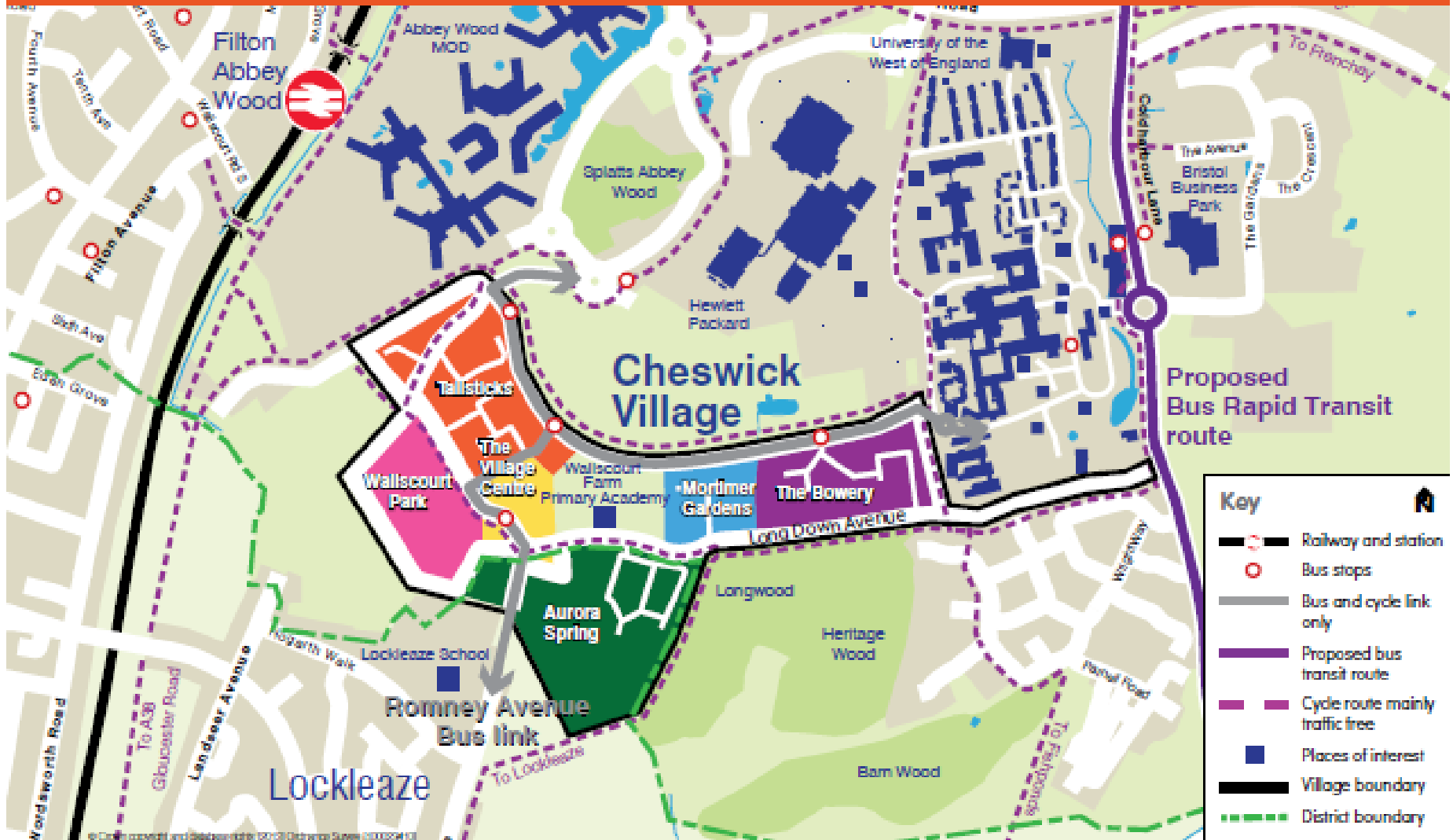
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New Developments

- Identified developments through S106
- Worked with Residents Groups, developers and Housing Associations
- Travel Pack produced for each development
- Travel Advisors knock on doors and give residents Travel Pack and make other offers
- Offers including free bus tickets, Dr Bike, loan bikes, route planning, cycle training.

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Cheswick Village Site Map

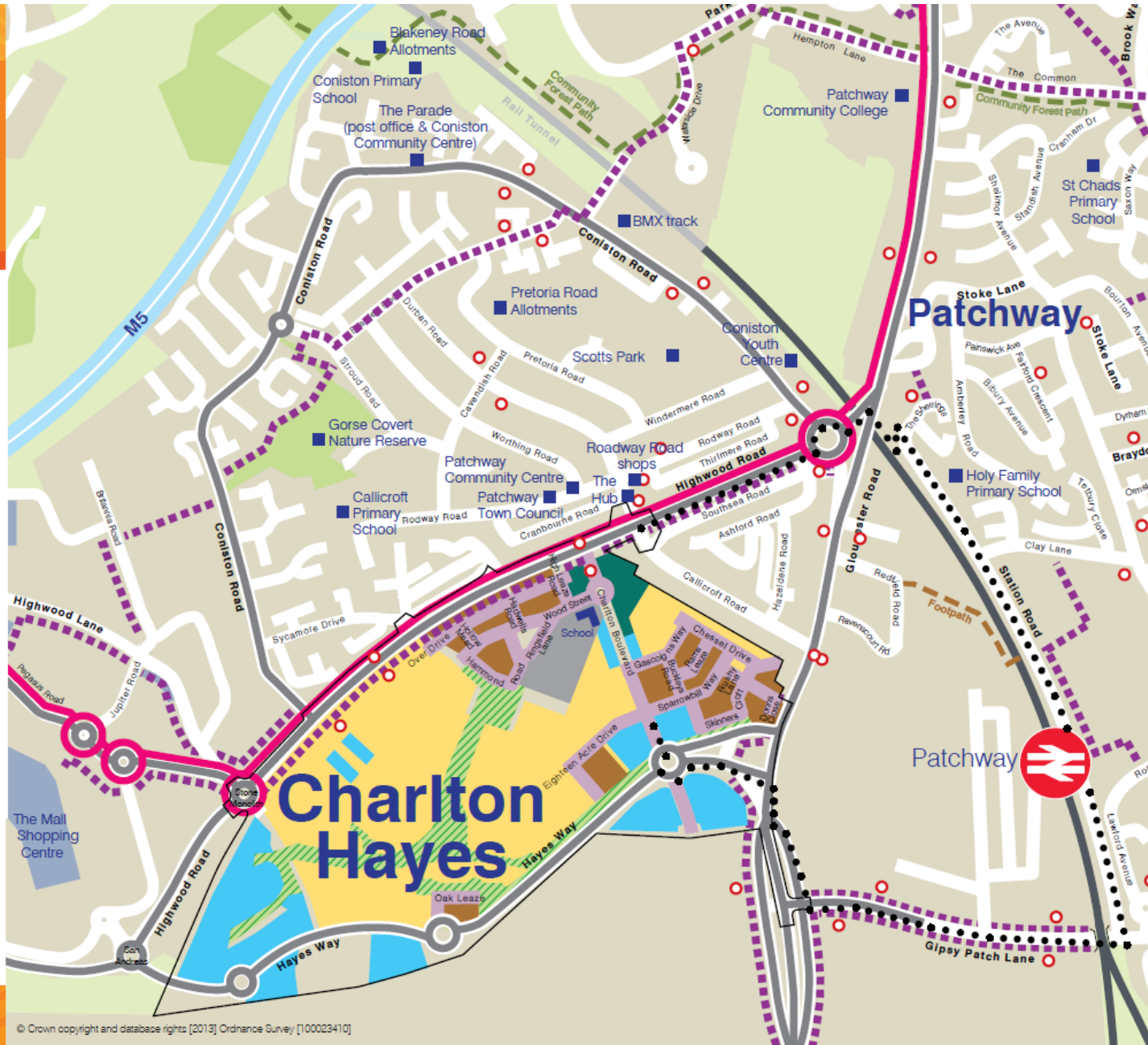


Charlton Hayes Site Map

Key



- Railway
- Bus stops
- Grey line shows main route of buses in this area
- Rapid transit route
- Cycle route mainly traffic free
- Charlton Hayes boundary
- Residential properties
- Proposed residential development
- Proposed school and grounds
- Proposed employment areas
- Proposed public open space
- Proposed local centre and squares
- Roads built so far
- Proposed routes to Patchway Train Station



Depth interviews – method

- Cheswick – 8 interviews in 2014 by Farzanah Mamoojee (MSc student)
- Charlton Hayes – 8 interviews in 2014 by Catherine Jacobs (Lead for New Developments/SGC)
- Diverse sample in terms of:
 - a) Car ownership
 - b) Engagement with travel advisors
 - c) Time at address before travel advisor visits
- Semi-structured interview guide
 - Moving to new development
 - (Pre-move/Immediate post-move /Later post-move) travel behaviour
 - Development infrastructure and travel information pack and offers

Depth interviews – research questions

1. Did travel and access feature in reason for moving and location choice?
2. What kind of movers consider travel more?
3. Who increases and who decreases uses of alternatives to car?
4. Were travel information and offers useful and did they influence travel behaviour?

Reason for moving and location choice

Charlton Hayes	Cheswick
Chance to buy own home	Chance to buy own home
Larger property	New build property
Nearer to workplace	Nearer to workplace
Near to motorway	Near to motorway and major rail stations
Near to amenities (Cribbs Causeway) and bus services	Bus services (including from UWE)

What kind of movers consider travel more?

- Those without a car

“The fact that it was on a main bus route, or route of a main bus route was appealing because obviously neither of us drive, so we needed to be somewhere where we could walk to shops and/or get a bus particularly easily.” (CH-CP16)

- Those wanting to be near motorway
- Those wanting convenient access to work place

Who increases use of alternatives to car?

- Those who move nearer workplace

“We’ve actually moved offices within the Airbus site as well now and the car park is restricted now so it’s more convenient for me to get the bus.” (C-2)

- Those who change workplace after moving

“Well I’ve relocated my job here now instead of Winterbourne, so I no longer have to cycle to work or depend on anybody. I walk to work.” (C-1)

Who increases use of alternatives to car?

- Those who wish to cycle for leisure

“Yes, so we are sort of working out really where to cycle aren’t we?” (CH-CP7)

- Those using buses due to poor alternatives

“I go everywhere by bus now. Walking is too far.” (CH-CP10)

Who decreases use of alternatives to car?

- Those travelling further to reach amenities

“...before we lived in Bradley Stoke we could walk to the big Tesco store there so we would do that in between and just drive for the big shops whereas living here we drive there all the time because it would take us too long to get there and back to walk” (CH-SE26)

- Those who perceive no safe walking/cycle routes

“We’ve only got one car so I take him and come back. But, you know, there’ve been bikes in the household in the past, but it’s that road is so dangerous. It is too fast.” (CH-HG5)

Who decreases use of alternatives to car?

- Those whose workplace becomes more distant and need to travel more for work

“Because once I got the car, I got a job that required me to travel. So mainly because of that. I very rarely work normal shifts - most of them are night shifts and I don’t feel safe getting the bus late in the evening.” (C-4)

Were travel information and offers useful?

- Pack useful for bus routes and cycle routes

“Just the bus, really. Just finding out, like, you know, where they go or, you know, how often they are. Because that’s another factor is how often they are.” (CH-CP10)

“The cycle route maps helped. I have cycled to Bower Ashton a lot actually for work using those.” (C-5)

“There was stuff in it that was interesting and useful to know, but I don’t think having it changed the way we travel.” (CH-CP16)

Were travel information and offers useful?

- Free bus tickets

*“...I mean after getting the pack when you kindly sent us those bus tickets that you could use, you know, free ones. We used them, we used them well... And we have used it since as well, you know having you know to pay.”
(CH-HG1)*

“And then I thought “well what’s this card all about?” And I actually asked the driver, you know, “oh what do I do with this?” And he said “well just scan it my love!” And it told me how much is left on the card and that was it. It was brilliant!” (C-1)

Depth interviews – conclusions

- Most new residents did not move far and were familiar with the area
- Established transport infrastructure and services highly valued
- Walking connections to adjacent sites need to be completed before new residents in
- Both paper and digital information wanted for buses
- Prepaid bus tickets well received and used
- Missed opportunity to promote new developments to local employers/employees?

What Happened Next?

- ‘Moving Home’ – a focus on not just new developments but ‘people moving in general’.
- Market research undertaken and new approach piloted in 2015/16
- Working with estate/letting agents and advertising portals (via button/link on their website for each property to provide travel/access information)
- Tailored approach for five different groups of movers based on life stage and overall motivations
- For more information see <http://travelwest.info/new-developments>

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