

PARK AND RIDE, PLAN WITH PRIDE



Behavioural Cues to Promote Sustainable Behaviours

Problem:
The TFI Live app's Journey Planner hinders the integration of public transport for rural college commuters, by ignoring Irish car dependency

Evidence:
Ireland is one of Europe's most car-dependent societies [1], with car dependency greatly increased in rural areas [2].

Behavioural Impacts:
External conditions impact the uptake of pro-environmental actions [3].

Solution:
The Journey Planner could integrate short trips by car to public transport stations, such as park and ride facilities (P & R).

Segmented travel:
Dividing journeys into distinct stages, offers flexibility and increased accessibility to public transport options

Park and Ride:
P & R facilities attract rural car users to complete their trip using public transport [4][5] increasing access to urban areas and reducing the impact of car dependent trips [6].

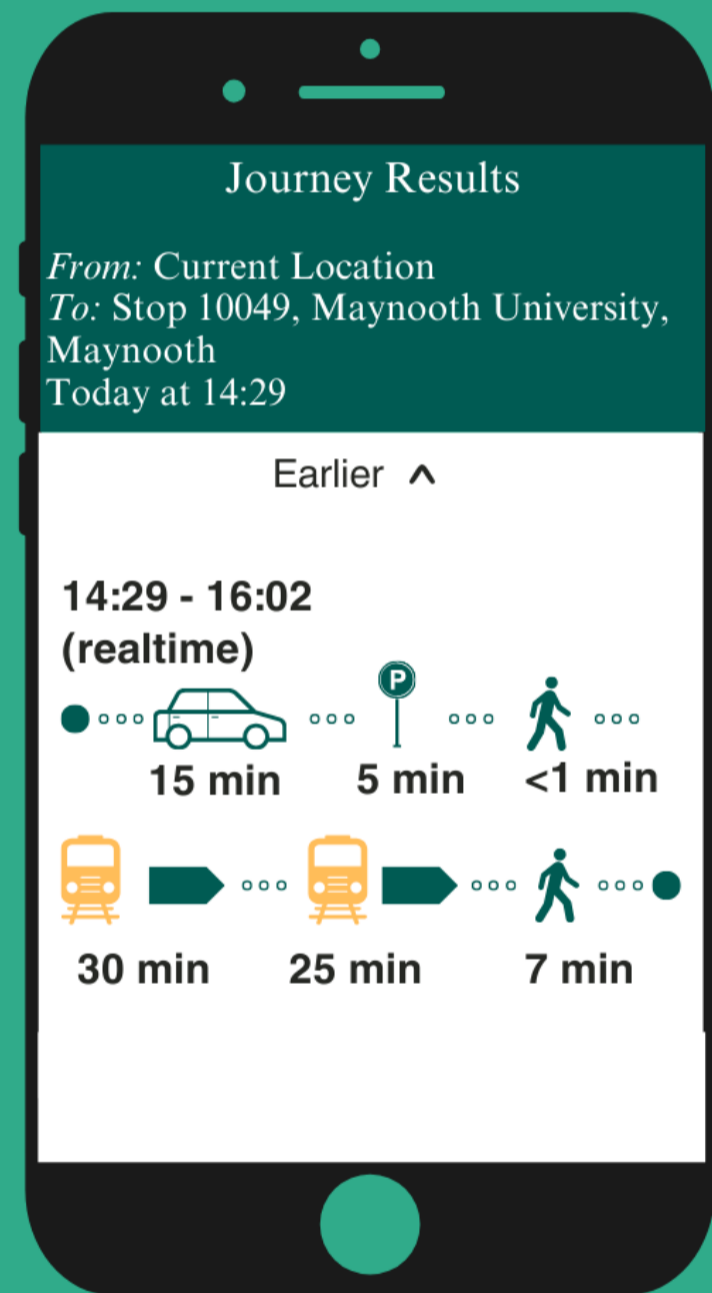


Image Description:
Mock up of TFI Journey Planner directing user to park and ride facility. Estimated parking time can be implemented to further influence user decision making

Impact for Users:
Integrating journeys by car and P & R locations in the Journey Planner can potentially reduce car dependency for rural users by promoting:

Accessibility:
Improving the perceived accessibility of sustainable modes of transport, influencing uptake and increasing the likelihood of a change in transport mode [7].

Behavioural Cues:
Providing situational cues, car friendly routes of public transport, can help individuals act inline with their pro-environmental preferences [8].

Potential Outcome:

- Promoting pro-environmental behaviours by increasing the awareness of sustainable options
- Integrating public transport into the journeys of rural and urban car users
- Reducing parking demand and car presence in urban areas

WARNING
Potential to shift individuals who use public transport for their entire trip to using park and ride [9]
To combat this its important to direct individuals to end of line stations to maximise the benefits of park and rides [5]

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