

Smarter Choices: lessons from Perth & Kinross

Tim Steiner, SYSTRA
on behalf of Perth & Kinross Council



SYSTRA

Smarter Choices

- Some people make unsustainable travel choices, creating more congestion, pollution than they need
 - Some people would benefit from travelling more, for health, social inclusion
- Smarter Choices can influence travel behaviours towards healthier, more sustainable options



Influencing Travel Choices



Requires the right balance of changes to:

- Infrastructure
- Information
- Enablers of change
- Encouragement to change



Understand the person



Everyone's travel choices are influenced by their **circumstances**, **abilities** and **beliefs**

Need to understand all these to effectively change behaviours

The ISM tool is useful:

- Individual
- Social
- Material



In practice: Perth on the Go



PKC's campaign to promote sustainable travel

Primary objectives: air quality and public health

Partners: PKC, Tactran, Stagecoach, bike shops, local garages

Initial target audience: residents of Scone and Bridgend

Provided:

- information on active and public transport routes
- vouchers for free bus travel
- face-to-face engagement in schools and workplaces
- print & social media content

Messages: save money, time and hassle while you travel



In practice: Schools engagement

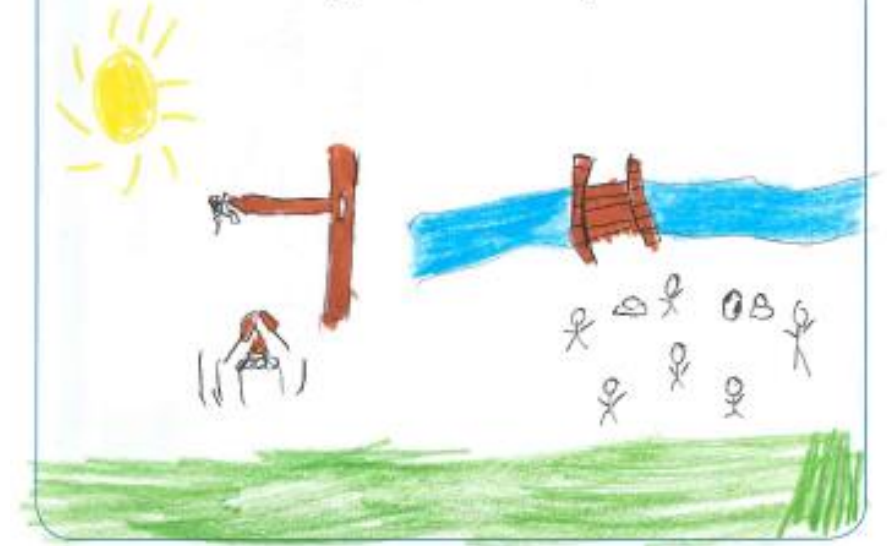
Hundreds of primary school workshops delivered

'Science lesson' on air pollution or benefits of being active, followed by:

- Advice on how children and their families can change travel choices
- Practical journey planning lesson
- Homework and information help get the message to parents



I recommend going to Quarryhill Woodland park for free charge day in the open space. I met friends at the park and we played football, and walk in the water stream. Our parents organised a bon fire in the designated area where we grilled sausages on the wooden sticks. Everyone brought picnic blankets and enjoyed the sun. It was a great day outdoor full of fun in the nice company in the beautiful place. Can't wait to go back there again.



In practice: Mi-rewards

Perth City's shop-local loyalty scheme now incentivising sustainable travel

- SCSP investment enabled Stagecoach to come on board – so spend on buses accrues shop local points
- Active travel now being linked – so soon we will be able to reward people for walking/cycling to Perth

MI REWARDS





Tim Steiner

SYSTRA

tsteiner@systra.com

07764 681430